*-PRESS RELEASE-*

Morelia, Michoacán, September 6, 2018.

**FICM establishes an alliance with Nespresso to award the Mexican Feature Film Award**

* **The director of the winning work will be able to attend the Film Festival for an exclusive experience.**

The **Morelia International Film Festival (FICM)** establishes an alliance with **Nespresso** to jointly grant the Mexican Feature Film Award at the 16th edition of FICM. This alliance gives continuity to the work that, since 2017, FICM and Nespresso have developed together to boost new talents in cinema through the Nespresso Talents platform.

The prize awarded by the FICM-Nespresso alliance -which will be granted in the next three editions of the festival- includes **500,000.00** **pesos** and a series of exclusive benefits for the winner.

The winner of the **Mexican Feature Film at the 16th FICM** will be able to travel to the 72nd Cannes Film Festival, in 2019, with flights and two nights’ accommodation included. They’ll have access to the Palais des Festivals and enjoy a VIP red carpet experience, as well as an accreditation for the 58th Semaine de la Critique, which includes access to functions and the La Plage Nespresso lounge. In addition, they will meet with representatives of the Semaine de la Critique and will live an exclusive gastronomic experience, courtesy of Nespresso.

**The FICM-Nespresso Talents Alliance**

The winning short films of the second edition of Nespresso Talents were presented at a special screening during the 15th Morelia International Film Festival in 2017. In 2018, Daniela Michel, founder and director of FICM, participated as a jury in the third edition of the contest awarding the best videos made in vertical format.

**The FICM-La Semaine de la Critique of Festival de Cannes Alliance**

Since 2005, a selection of works from FICM is presented out of competition at the Semaine de la Critique. This solid partnership has provided the opportunity for more than 40 Mexican filmmakers to show their work at Cannes. Consequently, the films of the Semaine de la Critique are presented year after year at FICM, with some of the directors and stars present.

**El Ojo**

The Eye, or “Ojo”, is the prize awarded by the jury at the Morelia International Film Festival to the winners of the Official Selection. The sculpture was created especially for FICM by renowned Michoacan-born artist Javier Marín.

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