

# GI FILM FESTIVAL

## GIFF HISTORY

### What is the GI Film Festival?

***“The GI Film Festival has become the ‘go-to’ place for military-themed movies. Anyone and everyone with a military-themed film will end up at the GI Film Festival, or at least trying to get in.” – Actor Gary Sinise***

The GI Film Festival is a cinema showcase dedicated exclusively to honoring members of the American Armed Forces and the worldwide struggle for freedom and democracy. A veritable “Sundance for the troops,” GIFF preserves the courageous stories of American veterans and salutes the sacrifices of American GIs while acknowledging the warrior spirit around the globe. The fest all unfolds in the heart of America’s capital city while also offering national exposure through regional events, a robust marketing apparatus, power-house media partnerships, and relationships with key distributors.

### Why was GIFF Founded?

***“[GIFF is] a corrective to the one-dimensional portrayals that many observers fear have influenced how the public sees the military.” – The Washington Post***

The GI Film Festival was founded in 2006 by husband and wife team Brandon Millett and Laura Law-Millett to counter negative stereotypes about the military in film and television programming.

At that time, the couple felt that too many movies were portraying military families in an unfavorable light. To address the problem, they decided to produce a film festival featuring movies which showed the courage, honor and integrity of American service-members.

Since its founding, the GI Film Festival has accepted over 3,000 film submissions, showcasing over 400 movies at its various events. These films have covered every film genre, every branch of service, and every American conflict from the American Revolution through the Wars in Iraq and Afghanistan.

These movies not only provide top flight entertainment, but they educate the public about a wide variety of challenges facing military families, including physical recovery, post-traumatic stress, veteran suicide, unemployment, homelessness and a variety of other “transition” issues. Moreover, the festival now also accepts submissions from countries around the world demonstrating the universal nature of the military experience.

In addition to its flagship DC event held each May, the festival has also produced a National Cinematic Salute to the Troops, featured in more than 400 Regal, Cinemark and AMC theaters around the country, a primetime television series which aired on The American Heroes Channel (then The Military Channel), and a military base tour.

In partnership with KPBS in San Diego, the GI Film Festival also hosts an annual west coast event now entering its third season.

**MAY 24-28, 2017, WASHINGTON, DC, [WWW.GIFILMFESTIVAL.COM](http://WWW.GIFILMFESTIVAL.COM)**