



FOR IMMEDIATE RELEASE
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The Reel HBCU Challenge Launches November 1, 2020

Washington, DC – The National Black Movie Association (NBMA) announces The Reel HBCU Challenge, a storytelling competition among students attending Historically Black Colleges and Universities (HBCU). The application period is November 1 – December 15, 2020. The program is developed to showcase exceptional storytelling talents in the Black community and to pool resources for aspiring Black filmmakers.

The National Black Movie Association is committed to advocating for Black films and promoting aspiring Black filmmakers. President Agnes Moss says, “I believe Black filmmakers are shaped by culture and experiences, and having attended an HBCU – I know there are exceptional storytellers on the campuses.” The National Black Movie Association created The Reel HBCU talent to shed light on student filmmakers attending HBCUs, “2020 has been quite a unique year and we are eager to provide a platform for the next generation of storytellers as we invite them to tell their 2020 stories in a short film,” states Agnes.

For more information on the National Black Movie Association and The Reel HBCU Challenge, visit www.blackmovieassociation.org. In addition, information on the program is shared on social media. Follow the NBMA on Facebook at National Black Movie Day, on Instagram @NationalBlackMovieDay and on Twitter @BlackMovieDay. The organization invites businesses and individual sponsors to partner in promoting upcoming programs and community projects. For more information, email info@blackmovieday.com.

About National Black Movie Association:

Founded in 2019, National Black Movie Association is a nonprofit organization providing marketing, research and data for Black films, Black filmmakers and Black movie consumers. National Black Movie Day™ organizers are a group of Black filmmakers, Black film advocates, educators, psychologists, social influencers, journalists and moviegoers with the intent to increase recognition and contributions of Black Americans to the film industry.