



REACH announces 'TB Tales', a short film competition

Chennai, 14 November 2011: REACH, a Chennai-based non-profit organisation dedicated to the fight against tuberculosis (TB), has announced 'TB Tales' a short film competition on TB. The competition is open to filmmakers across India, including professionals, amateurs and students.

All entries will be judged by an eminent jury that includes actor Suriya, film director Gautham Menon, Dr P R Narayanan, Former Director, Tuberculosis Research Centre, Blessina Kumar, activist and Vice Chair, Stop TB Partnership Board and Dr Subhash Yadav, Technical Officer, The Union South East Asia Office.

The best entries to TB Tales will receive citations and cash awards of Rs. 30,000 (first place), Rs. 20,000 (second place) and Rs. 10,000 (third place). Shortlisted entries will be screened in New Delhi and Chennai and awards will be presented on World TB Day 2012.

TB is an acute public health issue, killing two people every three minutes in India. "We hope that this initiative, supported by the Lilly MDR-TB Partnership, will help improve understanding about this disease, thereby providing accurate information to TB patients and connecting them to services", said Dr. Nalini Krishnan, Director, REACH. "We believe that the graphic power of films can change perceptions and influence behavior. Films can be a very useful and effective medium for attaining and supporting our quest for better TB care and control," added Anurag Khera, Director, Corporate Affairs, Eli Lilly and Company (India).

The last date for submission of entries is 15 January 2012. The entry form can be downloaded from www.media4tb.org. For more information, please contact tbtalesreach@gmail.com

