



VANCOUVER VIRTUAL REALITY  
FILM FESTIVAL  
April 28 – 29, 2017

**VANCOUVER'S FRIST VIRTUAL REALITY FILM FESTIVAL  
TICKETS NOW ON SALE**

Changing the experience of storytelling for the world by 360 degrees

For Immediate Release  
March 23, 2017

**Vancouver, BC** - On April 28<sup>th</sup>, the inaugural Vancouver Virtual Reality Film Festival (YVRFF) will take flight for the first time. This immersive film-going experience will be a treat, not only for virtual reality enthusiasts and early adopters, but also for those new to the virtual reality experience.

YVRFF will provide the ideal atmosphere to introduce film-goers to the 360 degree approach to storytelling. Content is no longer confined to a rectangular box and one-way consumption, but an interactive experience where you are engaging with the film and the people around you.



“YVRFF attendees will be making history with us. They will be spectators to the evolution of film and will one day recount these moments within the history of film consumption,” said Festival Director, Jessica Glass. “To commemorate this shift in storytelling, our first 100 ticket purchasers will be taking a Virtual Reality Headset home with them. We hope this will continue to encourage them to explore this new medium and immersive storytelling experience.”

A two-day festival, YVRFF will kick off on the evening of April 28<sup>th</sup> with an Opening Gala. Following up, on day two YVRFF will host 5 Screening Sessions showcasing the final selection of Virtual Reality films from around the world. Individual Gala tickets are \$25, individual Screening Sessions are \$35, and Combo Tickets (Gala and one Screening Session) are priced at \$45. For more information or to buy tickets, please visit [www.yvrff.com](http://www.yvrff.com).



### **About YVRFF**

The YVRFF is a non-profit tech culture organization headquartered in Vancouver BC. Through the film festival we want to provide the everyday person with access to the innovation of VR and magic of film fused together in one incredible event. VR Film is changing the storytelling experience into 360 degrees and we are honoured to share this creative festival with the world! By hosting Western Canada's premier VR film festival we hope to create memorable experiences for audiences and provide exclusive access to the best selection of VR films out there. [www.yvrff.com](http://www.yvrff.com)

*Reminder Call for Submissions: Submissions are open until March 31, 2017. For rules and terms, or to submit your film, please visit: <https://filmfreeway.com/festival/YVRFF>.*

### **Media Contact**

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