



THE SHOWROOM CINEMA, SHEFFIELD, UNITED KINGDOM
9-11TH MARCH 2012
Run It, Bike It, Climb It...Watch It

Press release - Embargoed 00.01 Thursday 8th March 2012

**7th ANNUAL SHEFFIELD ADVENTURE FILM FESTIVAL
AND THE WINNER IS...**

The Sheffield Adventure Film Festival is delighted to announce that 'Unbreakable: The Western States 100' has won the 2012 ShAFF Best Film award.

Festival Director Matt Heason says: *"It's a double first for ShAFF - the first ever running film to win and the first feature length film to win. What makes it stand out in a year where we've had a record-breaking number of films on show is the brilliant story telling and characters. And it proves you need nothing more than a pair of trainers to have an adventure. And just to prove what a great film it is, with a week to go, it's sold out. But don't worry - we've put an extra showing on Sunday evening."*

Sheffield Adventure Film Festival Judge, Team GB duathlete and Adventure Sports Writer Nikalas Cook says: *"My fellow judges Lucy Creamer and Tim Glasby and I were in total agreement about 'Unbreakable'. The 2010 Western States 100 was a perfect storm of a race with four of the greatest, undefeated mountain runners on earth fighting to win the oldest and most prestigious 100-mile foot race in the world. Even if you already know the result, it'll still have you on the edge of your seat right down to the final few miles."*

ShAFF 2012 Best Film - Unbreakable: The Western States 100

http://www.shaff.co.uk/programme-detail/feature-films/2012/03/09/Unbreakable_The_Western_States_100/

Best Film Commended:

Obe and Ashima

http://www.shaff.co.uk/programme-detail/climbing-films-2/2012/03/10/Reel_Rock_Obe_Ashima/

All.I.Can

http://www.shaff.co.uk/programme-detail/feature-films/2012/03/11/All_I_Can/

ShAFF 2012 Best Climbing Film - Obe and Ashima

http://www.shaff.co.uk/programme-detail/climbing-films-2/2012/03/10/Reel_Rock_Obe_Ashima/

Climbing Films Commended

Race for the Nose

http://www.shaff.co.uk/programme-detail/2012/03/10/Reel_Rock_Race_For_The_Nose/

The Long Hope Route

http://www.shaff.co.uk/programme-detail/2012/03/10/The_Long_Hope_Route/

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Arc'Teryx, Creative England/BFI/The National Lottery, Edinburgh Bicycle Cooperative, Hammer Design, Petzl, Sheffield City Council, Sheffield Showroom and the Sheffield Telegraph

ShaFF 2012 Best Environment & Culture Film: Spoil

<http://www.shaff.co.uk/programme-detail/environment-culture-films/2012/03/11/Spoil/>

We couldn't get a quote from Director Trip Jennings but his out-of-office reply says it all!! *"Thanks for your email. I'm in the Democratic Republic of Congo shooting a television show about crocodiles with National Geographic."*

Environment & Culture Films Commended

Chasing Water

http://www.shaff.co.uk/programme-detail/environment-culture-films/2012/03/11/Chasing_Water/

Finnsurf

<http://www.shaff.co.uk/programme-detail/surf-films/2012/03/09/Finnsurf/>

ShaFF 2012 Best Short Film: Pillow Line

http://www.shaff.co.uk/programme-detail/ski-board-films-1/2012/03/10/Pillow_Line/

Short Film Commended

Whitewater Grandprix

http://www.shaff.co.uk/programme-detail/2012/03/09/Whitewater_Grand_Prix/

The Man and the Mammoth

http://www.shaff.co.uk/programme-detail/2012/03/11/The_Man_And_The_Mammoth/

ShaFF 2012 Best Adrenaline Film: Sketchy Andy

http://www.shaff.co.uk/programme-detail/2012/03/09/Reel_Rock_Sketchy_Andy/

Adrenaline Film category Commended

Being There

http://www.shaff.co.uk/programme-detail/2012/03/11/Being_There/

This is My Winter

http://www.shaff.co.uk/programme-detail/2012/03/10/This_Is_My_Winter/

ShaFF 2012 Best Spirit of Adventure Film: Journey On the Wild Coast

http://www.shaff.co.uk/programme-detail/2012/03/11/Journey_On_The_Wild_Coast/

Spirit of Adventure Film Commended

Kadoma

<http://www.shaff.co.uk/programme-detail/2012/03/09/Kadoma/>

ShaFF 2012 Best Artistic Film: Solitaire

<http://www.shaff.co.uk/programme-detail/2012/03/10/Solitaire/>

Artistic Film Commended

Uncommon Ideals

http://www.shaff.co.uk/programme-detail/2012/03/11/Uncommon_Ideals/

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Pillow Line

http://www.shaff.co.uk/programme-detail/ski-board-films-1/2012/03/10/Pillow_Line/

ShAFF 2012 Steve Peat Best Bike Film: Industrial Revolutions

http://www.shaff.co.uk/programme-detail/2012/03/11/Industrial_Revolutions/

Steve Peat Bike Film Commended

Into Thin Air

http://www.shaff.co.uk/programme-detail/2012/03/10/Into_Thin_Air/

ShAFF 2012 Best Viral Film: Industrial Revolutions

http://www.shaff.co.uk/programme-detail/2012/03/11/Industrial_Revolutions/

Viral Film Commended

Storm Freerun Volume 1

http://www.shaff.co.uk/programme-detail/2012/03/09/Storm_Freerun_Volume_1/

FULL DETAILS OF 2012 ShAFF winners:

ShAFF 2012 Best Film - Unbreakable: The Western States 100

Director: JB Benna

Producer: JB and Jennifer Benna (US, 106 mins, 2012)

Website: www.ws100film.com

Details & trailer: http://www.shaff.co.uk/programme-detail/feature-films/2012/03/09/Unbreakable_The_Western_States_100/

Review: <http://runbritain.com/little-runbritain/156/>

Synopsis: Feature length film about a perfect storm of a race - in 2010 four of the greatest undefeated mountain runners on earth toed the starting line at the oldest and most prestigious 100-mile foot race in the world, The Western States 100.

Best Film category Commended - Obe and Ashima

Director: Josh Lowell, Brett Lowell and Cooper Roberts

Producer: Josh Lowell (US, 23 mins, 2011)

Details & Trailer: http://www.shaff.co.uk/programme-detail/climbing-films-2/2012/03/10/Reel_Rock_Obe_Ashima/

Website: www.reelrocktour.com

Synopsis: A nine year old girl from New York is taking the bouldering world by storm and her name is Ashima. Under the tutelage of her ex champion coach Obe she's cracking problems and crushing her competition. Through her he rediscovers his passion for climbing but can she cope with the pressure and avoid the danger of burnout?

Best Film category Commended - All.I.Can

Director: Dave Mossop & Eric Crosland

Producer: Malcolm Sangster & Eric Crosland (Canadian, 76 mins, 2011)

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Details & Trailer: http://www.shaff.co.uk/programme-detail/feature-films/2012/03/11/All_I_Can/
Website: sherpascinema.com

Synopsis: All.I.Can is a two-year feature film project aiming to make the connection between skiing and the environment skiers enjoy. Whilst unashamedly green it's not preachy - facing up to the paradox that logging, mining and cars allow skiers access to some of the most beautiful areas in the world. Inspirational ski performances and ground-breaking cinematography celebrate nature in all its glory.

ShAFF 2012 Best Climbing Film - Obe and Ashima

Director: Josh Lowell, Brett Lowell and Cooper Roberts

Producer: Josh Lowell (US, 23 mins, 2011)

Details & Trailer: http://www.shaff.co.uk/programme-detail/climbing-films-2/2012/03/10/Reel_Rock_Obe_Ashima/

Website: www.reelrocktour.com

Synopsis: A nine year old girl from New York is taking the bouldering world by storm and her name is Ashima. Under the tutelage of her ex champion coach Obe she's cracking problems and crushing her competition. Through her he rediscovers his passion for climbing but can she cope with the pressure and avoid the danger of burnout?

Climbing Film category Commended - Race for the Nose

Director/Producer: Nick Rosen and Peter Mortimer (US, 24 mins, 2011)

Details & Trailer: http://www.shaff.co.uk/programme-detail/2012/03/10/Reel_Rock_Race_For_The_Nose/

Website: www.reelrocktour.com

Synopsis: For 50 years the world's best climbers have been one-upping each other on this massive granite monolith in California's Yosemite national park, racing up 3000ft of vertical rock in less than 3 hours, risking life and limb to shave seconds off the record time to claim this hotly contested prize.

Climbing Film category Commended - The Long Hope Route

Director/Producer: Paul Diffley (British, 57 mins, 2011)

Details & Trailer: http://www.shaff.co.uk/programme-detail/2012/03/10/The_Long_Hope_Route/
Review: www.calmandfearless.com

Website: www.hotaches.com

Synopsis: The Long Hope is the story of Britain's hardest sea cliff route, St. John's Head, Hoy. Interweaves Ed Drummonds' recollections of his original 1970s ascent with gripping footage of Dave MacLeod's full free ascent of the direct line last year.

ShAFF 2012 Best Environment & Culture Film: Spoil

Director/Producer: Trip Jennings (Canadian, 44 mins, 2011)

Details & Trailer: <http://www.shaff.co.uk/programme-detail/environment-culture-films/2012/03/11/Spoil/>

Website: www.balancemedia.tv

Synopsis: The rare white 'Spirit' bear lives in the Great Bear Rainforest in British Columbia but its habitat is under threat from a proposed oil pipeline. A group of world renowned photographers

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and videographers teamed up to help the Gitga'at First Nation campaign to protect the forest by documenting its wildlife and culture.

Environment & Culture Film category Commended - Chasing Water

Director: Peter McBride

Producer: Anson Fogel (US, 18 mins, 2011)

Details & Trailer: http://www.shaff.co.uk/programme-detail/environment-culture-films/2012/03/11/Chasing_Water/

Website: <http://www.petemcbride.com/>

Synopsis: For six million years the Colorado River has flowed from its desert source 1,500 miles to the sea - until now. Photojournalist Pete McBride sets out to follow the river of his childhood to find out how long it takes the water that irrigated his family's ranch to reach the ocean.

Environment & Culture Film category Commended - Finnsurf

Director: Aleksi Raij

Producer: Henri Salokangas, Tuukka Konttinen, Aleksi Raij, Lauri Ahlgren (Finnish, 47 mins, 2011)

Details & Trailer: <http://www.shaff.co.uk/programme-detail/surf-films/2012/03/09/Finnsurf/>

Website: www.finnsurf.fi

Synopsis: The world's first (and last?) Finnish surf film. Glassy waves, swaying palm trees, shorts and bikinis - that's the surf dream. But in Finland you can only surf when a storm front whips up waves on the inland Baltic Sea when it's often snowing, blowing a 30 m/s wind and temperatures are sub zero.

Shaff 2012 Best Short Film: Pillow Line

Director/Producer: Kari Medig (Canadian, 5 mins, 2010)

Details & Trailer: http://www.shaff.co.uk/programme-detail/ski-board-films-1/2012/03/10/Pillow_Line/

Website: <http://www.karimedigphoto.com/>

Synopsis: An amazing, amusing short that uses an innovative stop motion technique to show the world of skiing in a whole different light. Ski the pillow line without ever getting out of bed.

Short Film category Commended - Whitewater Grandprix

Director/Producer: Patrick Camblin (Canadian, 4 mins, 2011)

Details: http://www.shaff.co.uk/programme-detail/2012/03/09/Whitewater_Grand_Prix/

Website: www.whitewatergrandprix.com

Synopsis: The Whitewater Grand Prix brings together 25 of the world's best kayakers for a six-stage competition on spectacular white water in Quebec.

Short Film category Commended - The Man and the Mammoth

Director: Callum Paterson and Nathan Gilliss

Producer: Public Ritual, Mike Douglas, and Sherpas Cinema (Canadian, 7 mins, 2011)

Details & Trailer: http://www.shaff.co.uk/programme-detail/2012/03/11/The_Man_And_The_Mammoth/

Website: publicritual.ca

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Synopsis: A charming, witty animated short in which a caveman discovers skiing thanks to his friendship with a wooly mammoth.

ShaFF 2012 Best Adrenaline Film: Sketchy Andy

Director/ Producer: Nick Rosen and Peter Mortimer (US, 20 mins, 2011)

Details & Trailer: [http://www.shaff.co.uk/programme-detail/2012/03/09/](http://www.shaff.co.uk/programme-detail/2012/03/09/Reel_Rock_Sketchy_Andy/)

[Reel_Rock_Sketchy_Andy/](#)

Website: www.reelrocktour.com

Synopsis: He has a tremendous amount of talent, but no fear. It's part insanity, part genius. Slack lining pioneer Andy Lewis solos the world's longest highlines going harder and faster with climbing, slack and BASE.

Adrenaline Film category Commended - Being There

Director: Filip Christensen

Producer: Filip Christensen and Even Sigstad (Norwegian, 55 mins, 2011)

Details & Trailer: http://www.shaff.co.uk/programme-detail/2012/03/11/Being_There/

Website: blog.fieldproductions.com

Synopsis: The world's best freeskiers filmed in HD by a passionate ski-mad film-crew in mind-blowing locations, Being There is a behind the scenes look at the production of an adventure ski film.

Adrenaline Film category Commended - This is My Winter

Director: Guido Perrini

Producer: Matthieu Giraud (Swiss/French, 26 mins, 2011)

Details & Trailer: http://www.shaff.co.uk/programme-detail/2012/03/10/This_Is_My_Winter/

Website: www.timelinemissions.com

Synopsis: Follow big mountain snowboard legend Xavier de la Rue through a whole season. Includes a hair-raising 4 hour descent down one of the most mythical ski descents in Chamonix, the 3,700m Aiguille de Plan.

ShaFF 2012 Best Spirit of Adventure Film: Journey On the Wild Coast

Director: Greg Chaney

Producer: Glacier Light and Shadow (US, 45 mins, 2011)

Details & Trailer: [http://www.shaff.co.uk/programme-detail/2012/03/11/](http://www.shaff.co.uk/programme-detail/2012/03/11/Journey_On_The_Wild_Coast/)

[Journey_On_The_Wild_Coast/](#)

Website: www.groundtruthtrekking.org

Synopsis: A young couple sell-up to spend a year trekking the coast from Seattle to Alaska. Proof you don't need a Hollywood budget to make a great adventure film - just a shared sleeping bag, toothbrush and plenty of cheese.

Spirit of Adventure Film category Commended - Kadoma

Director / Producer: Ben Stookesbury (US, 42 mins, 2011)

Details & Trailer: <http://www.shaff.co.uk/programme-detail/2012/03/09/Kadoma/>

Website: www.clearh2ofilms.com

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Synopsis: Kadoma was a nickname for Hendri Coetzee, a legendary South African kayaker who had explored some of Africa's wildest rivers. American pro kayakers Chris Korbolic and Ben Stookesbury followed Coetzee into the Democratic Republic of Congo for a first descent of the dangerous Lukuga River. Seven weeks into the expedition, tragedy struck.

ShaFF 2012 Best Artistic Film: Solitaire

Director: Nick Waggoner

Producer: Ben Sturgulewski, Zac Ramras, Michael Brown (US, 52 mins, 2011)

Details & Trailer: <http://www.shaff.co.uk/programme-detail/2012/03/10/Solitaire/>

Website: www.sweetgrass-productions.com

Synopsis: A poetic celebration of back country skiing and snowboarding in South America. The hypnotic Spanish narration (based on Joseph Conrad's Heart of Darkness) and hauntingly beautiful ski and board sequences reel you in to create a real connection between the sport and its natural environment that makes this film stand out from the crowd.

Artistic Film category Commended - Uncommon Ideals

Director / Producer: Chris McClean (British, 5 mins, 2011)

Details & Trailer: http://www.shaff.co.uk/programme-detail/2012/03/11/Uncommon_Ideals/

Website: www.uncommon-ideals.com

Synopsis: Uncommon Ideals is part of a project to document surfing on the North Sea - as far from the traditional ideal as you can get with its cold, grey, windy waves and murky brown water. Set to a poem by Dan Crockett, this beautiful short was shot to raise funds and exposure for film-maker Chris McLean's dream of making a feature length version.

Artistic Film category Commended - Pillow Line

Director/Producer: Kari Medig (Canadian, 5 mins, 2010)

Details & Trailer: http://www.shaff.co.uk/programme-detail/ski-board-films-1/2012/03/10/Pillow_Line/

Website: <http://www.karimedigphoto.com/>

Synopsis: An amazing, amusing short that uses an innovative stop motion technique to show the world of skiing in a whole different light. Ski the pillow line without ever getting out of bed.

ShaFF 2012 Steve Peat Best Bike Film: Industrial Revolutions

Director: Stu Thompson

Producer: Mike Christie (British, 5 mins, 2011)

Details & Trailer: http://www.shaff.co.uk/programme-detail/2012/03/11/Industrial_Revolutions/

Website: www.mtbcut.tv

Synopsis: Danny MacAskill is the definitive adventure sports viral overnight success story. 3 years ago the Scottish street trials riders uploaded a video of his bike stunts filmed by his flatmate Dave Sowerby - it's now been watched over 28 million times. 'Industrial Revolutions' has already clocked up more than 3 million hits. Turn off the iPad, sit back and enjoy MacAskill in cinematic style.

Steve Peat Bike Film category Commended - Into Thin Air

Director/Producer: Sebastien Doerk (Swiss, 9 mins, 2011)

Details: http://www.shaff.co.uk/programme-detail/2012/03/10/Into_Thin_Air/

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Website: infinitetrails.de

Synopsis: Bike-mountaineering takes mountain biking to a whole new level. Harald Phillip and Martin Falkner hike up then bike-ski and crevasse hop through snow fields, following hairy turns along awesome World War 1 singletrack trails down Monte Cevedale (3778m, Italy).

ShAFF 2012 Best Viral Film: Industrial Revolutions

Director: Stu Thompson

Producer: Mike Christie (British, 5 mins, 2011)

Details & Trailer: http://www.shaff.co.uk/programme-detail/2012/03/11/Industrial_Revolutions/

Website: www.mtbcut.tv

Synopsis: Danny MacAskill is the definitive adventure sports viral overnight success story. 3 years ago the Scottish street trials riders uploaded a video of his bike stunts filmed by his flatmate Dave Sowerby - it's now been watched over 28 million times. 'Industrial Revolutions' has already clocked up more than 3 million hits. Turn off the iPad, sit back and enjoy MacAskill in cinematic style.

Viral Film category Commended - Storm Freerun Volume 1

Director / Producer: Claudiu Voicu (British, 8 mins, 2010)

Details & Trailer: [http://www.shaff.co.uk/programme-detail/2012/03/09/](http://www.shaff.co.uk/programme-detail/2012/03/09/Storm_Freerun_Volume_1/)

[Storm_Freerun_Volume_1/](http://www.shaff.co.uk/programme-detail/2012/03/09/Storm_Freerun_Volume_1/)

Website: www.stormfreerun.com

Synopsis: Paul "Blue" Joseph, Phil Doyle and Mathiue Ledoux star in a Spooks style "test" to identify elite athletes mixing parkour and inline-skating - and fire. One of the Channel 4 documentary 'Concrete Circus' quartet of urban adventure films.

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