

FOR IMMEDIATE RELEASE

Board of Directors
董事局

Chairman 主席

Mr. Wilfred WONG, SBS, JP
王英偉太平紳士

Vice Chairman 副主席

Ms. Ann HUI
許鞍華女士

Honorary Treasurer 司庫

Mr. Milton AU
歐文柱先生

Honorary Secretary 秘書

Mr. Fred WANG
汪長島先生

Members 成員

Dr. the Honourable Marvin CHEUNG,
DBA Hon, GBS, OBE, JP
張鑑東太平紳士

Mr. Benny CHIA, SBS
謝俊英先生

Mr. Vincent CHOW, SBS, MBE, JP
周永成太平紳士

Mr. Peter LAM
林建岳先生

Mr. LAU Yiu Kuen (Law Kar)
劉耀權先生 (耀干)

Mr. Alexander MAK
麥貴榮先生

The Honourable Justice RIBEIRO PJ
李義法官

Mr. Jack SO, JP
蘇耀光太平紳士

Mr. Alan WONG
黃家倫先生

Mr. WONG Chi Keung (Sek Kai)
黃志強先生 (石瑛)

**“Godfather of Bollywood” to Receive Lifetime
Achievement Award at the 4th Asian Film Awards**

Superstar Amitabh Bachchan recognised for ground breaking achievement
in the arts

(Hong Kong, 12 March, 2010) The Hong Kong International Film Festival Society (HKIFFS) today announced that the 4th Asian Film Awards (AFA) will present one of India’s most acclaimed actors, Amitabh Bachchan, with the Lifetime Achievement Award.

Bachchan will accept the AFA Lifetime Achievement Award in person at the 4th Asian Film Awards Ceremony in Hong Kong on 22nd March, 2010. The last recipient of the AFA Lifetime Achievement Award was Japanese director Yamada Yoji in 2008.

“The Lifetime Achievement Award recognises film professionals whose body of work has made a lasting impact of outstanding artistic, cultural and commercial significance to the field of cinema,” said Ms. Shaw Soo Wei, Executive Director of the HKIFFS . “No one is more deserving of this award than the legendary Amitabh Bachchan. With tremendous talent, a rigorous work ethic and an uncanny ability to reinvent himself, Bachchan has left an indelible impression on Asian, and indeed world cinema, not to mention the hearts of millions of fans.”

Dubbed “the undisputed Godfather of Bollywood” by TIME magazine, Bachchan has entertained Asian and international audiences in an acting career that has spanned five decades. His roles in over 100 films have earned him numerous awards, including three National Awards and thirteen Filmfare Awards.

Born in Uttar Pradesh, India in 1942, Bachchan was brought up in a rich tradition of the arts by his father Harivanshrai Bachchan, a highly acclaimed poet, and his mother Teji Bachchan.

His debut was *Saat Hindustani* in 1969. By the time he appeared in the box office hit *Zanjeer* in 1973, he was already reinventing the typical Hindi film male protagonist from a cheerful, romantic character into what critics called the “angry young man.” His “angry young man” performances deeply resonated with Indian youth of the 1970s.

Zanjeer was the beginning of Bachchan’s meteoric rise to fame and he appeared in at least one box-office success every year for 15 consecutive years after, including such memorable hits as *Deewar*, *Sholay* and *Shakti*.

Having introduced the “angry young man” to Hindi film, he also showed equal flair for “masala” roles, which require action, tragedy, comedy and romance in one character – exemplified by his unforgettable role as a bootlegger in *Amar Akbar Anthony*.

In 1984, a mere 15 years since his cinema debut, Bachchan’s contribution to Indian Arts were recognized with the prestigious national title Padma Shri awarded by the Indian government. In 1999, he was chosen over icons such as Charlie Chaplin, Alec Guinness and Marlon Brando to be named “Superstar of the Millennium” in a BBC poll.

Bachchan’s career was re-energised after 2000 when he continued to win the hearts of his fans by lending his charisma to the wildly popular TV show *Kaun Banega Crorepati* – the Indian adaptation of *Who Wants To Be a Millionaire?* In 2001, he was once again awarded national recognition with the Indian civil decoration Padma Bhushan.

Recently, he has played a series of patriarchal roles – the types of characters he rebelled against in his earlier roles – and has appeared in such critically-acclaimed films as *AKS*, *Aankhen*, *Khakee*, *Dev* and *Black*, for which he won his third National Award. In 2005, his formidable voice was employed in the narration of the Hindi version of the Oscar-winning, French documentary *March of the Penguins*. Two years later, he was honoured by the France with the title Officier de La legion d’ Honneur.

Today, Bachchan is as big an icon of Indian cinema as he was during the height of his early career three decades ago.

For Bachchan’s complete biographical data, please refer to the attached addendum.

For further information - media only:

Waggener Edstrom Worldwide

Tramy Leung, Tel: +852 2907 8812

Vickie Chong, Tel: +852 2578 2116

E-mail: HKIFFS-MediaEnquiries@waggeneredstrom.com

The Hong Kong International Film Festival Society:

Clifton Kwan, Tel: +852 2102 7362

E-mail: clifton_kwan@hkiff.org.hk

Asian Film Awards (AFA)

Inaugurated in 2007, the Asian Film Awards (AFA) is an international pioneering programme, honouring filmmakers with outstanding achievements in the field of Asian cinema. Eminent filmmakers and superstars from around the world are invited to bestow awards upon winners of each category, making the ceremony an elaborate extravaganza. A jury panel, comprising of international professionals and prominent members in the community of world cinema, will select the award winners among eligible films produced in the region in that year. Over the years, prominent guests, stars and filmmakers who attended the AFA include: Oliver Stone, William Hurt, Arthur Cohn, Barrie Osborne, Harvey Weinstein, Luc Besson, Jet Li, John Woo, Rain, Andy Lau, Joan Chen, Tony Leung, Michelle Yeoh, Shu Qi, Josephine Siao, Hou Hsiao-Hsien, Brillante Mendoza, Song Kang-ho, Jeon Do-yeon, Nakatani Miki, Kwai Lun-Mei, Priyanka Chopra and many more. The crowning awards presentation ceremony promises an evening of glitz and glamour that befits the honouring of the highest achievements in Asian cinema.

For more information, please visit the official AFA website at:
<http://www.asianfilmawards.asia>

About The Hong Kong International Film Festival Society (HKIFFS)

Uniting the World through Film

The Hong Kong International Film Festival Society (HKIFFS) is a charitable, non-profit and non-governmental organisation dedicated to the discovery and promotion of creativity in the art and culture of film. Through its year-round programs, the mission of the Society is to strengthen global appreciation of Chinese film culture and to promote inspiring films from around the world, enriching the cultural life of Hong Kong. Committed to the development of a vibrant film culture in Hong Kong and Asia, the Society organises three annual flagship events in March and April: Hong Kong International Film Festival (HKIFF), Hong Kong-Asia Film Financing Forum (HAF) and Asian Film Awards (AFA). Passionately believing in the power of films to unite cultures and generations, the HKIFFS is devoted to giving thousands of film lovers around the region direct access to the world's most inspired films all year round.

Concurrent Events

The Hong Kong International Film Festival (HKIFF)

The Hong Kong International Film Festival (HKIFF) is one of Asia's most reputable platforms for filmmakers, film professionals and filmgoers from all over the world to launch new works and experience outstanding films.

Screening over 250 titles from more than 50 countries in 11 major cultural venues across the territory, the Festival is Hong Kong's largest cultural event that reaches an audience of over 580,000 including 4,500 business executives who attend Hong Kong Film and Television Market (FILMART), a concurrent event of the HKIFF.

Committed to discovering new talent, the Festival premieres the breadth of Chinese cinema and showcases Asian talents. As a lifestyle event, festival-goers can enjoy world-class films, attend seminars hosted by leading filmmakers from around the world, visit film exhibitions, join celebration parties, and more.

The Festival draws extensive media coverage from over 560 global press members and continues to grow in vital importance as the premier platform to launch films to Asia. The 34th HKIFF will be held from 21st March to 6th April, 2010.

For more information, please visit the official HKIFF website:
<http://www.hkiff.org>

About Hong Kong-Asia Film Financing Forum (HAF)

The Hong Kong-Asia Film Financing Forum (HAF) is widely recognised as one of the most important film-financing platforms in Asia. The HAF brings Asian filmmakers with upcoming film projects to Hong Kong for co-production ventures with top film financiers, producers, investors, distributors and buyers. Attended by 1,000 filmmakers and financiers, more than 20 projects are selected to participate in this three-day event.

Past participants include Mainland China's Jia Jiangke, Jiang Wen and Lou Ye, Hong Kong's Stanley Kwan, Ann Hui, Gordon Chan, Pang Ho-cheung, Taiwan's Tsai Ming-Liang, Japan's Sabu, Nakata Hideo, Otani Kentaro, Kore-eda Hirokazu, Miike Takashi and Yukisada Isao, Korea's Kim Jee-woon, Park Chan-wook, E J-yong and Im Sang-soo as well as Thailand's

Ekachai Uekrongtham, Nonzee Nimibutr and Pen-ek Ratanaruang. The 8th HAF will be held from 22nd to 24th March, 2010.

For more information, please join the HAF Facebook community at <http://www.facebook.com/haf.asia> or visit the HAF official website at <http://www.haf.asia>.

###

Released on behalf of the HKIFFS by Waggener Edstrom Worldwide.