

FOR IMMEDIATE RELEASE

March 10, 2025

**Sundar Prize Film Festival 2025:
Official Poster, Sponsors, and Prestigious Prizes Announced**

Surrey, BC – The 2nd Annual Sundar Prize Film Festival returns bigger and bolder than ever, bringing 54 inspiring films to audiences from April 10 to 13, 2025, at SFU Surrey and Landmark Cinemas Surrey, Guildford. This year's theme, "Life in Motion: Journeys of Growth and Discovery," highlights transformative storytelling that inspires change and reflects diverse perspectives from around the world.

Official Poster, Sponsors, and Prestigious Prizes Announced

Sher Vancouver is proud to unveil the festival's official poster, designed by award-winning graphic designer, filmmaker, and festival Co-Founder Vinay Giridhar. The poster's imagery represents some of the major films featured this year and aligns with the festival's overarching theme of growth and discovery.

Quote from Vinay Giridhar, Official Poster Designer & Festival Co-Founder:

"The Sundar Prize Film Festival is all about transformation and storytelling that sparks conversations. The poster was designed to encapsulate this essence, weaving together the visual narratives of the films we are showcasing. Each detail reflects our theme, 'Life in Motion,' and the powerful journeys of growth and discovery our filmmakers bring to the screen."

Prizes for Winning Filmmakers

The Sundar Prize Film Festival is also proud to announce a spectacular lineup of prizes for the winning filmmakers in 2025, including:

- Cash prizes ranging from \$500 to \$2,500 across 12 film categories, including four BC and Canadian awards.

- \$10,000 equipment rental gift certificate from Keslow Camera.
- \$10,000 equipment rental gift certificate from Sparky's Film Rentals.
- Free online courses for all winning filmmakers from Vancouver Film School.
- Film distribution deal for the Best BC film categories winners from Moving Images Distribution.
- A four-month Emerging Filmmaker Residency at KDocsFF (Kwantlen Polytechnic University), offering access to film equipment, faculty mentorship, and test audiences to refine their project.

Festival Pre-Launch Event: We Will Be Brave

As a special pre-launch event, Sher Vancouver is co-presenting the screening of *We Will Be Brave* in collaboration with VIFF and Story Money Impact to honour the late Tracey Friesen, Founder of Story Money Impact.

Date: Wednesday, April 9, 2025

Location: VIFF Centre – VIFF Cinema

Film: *We Will Be Brave* (Canada, 2023, 78 minutes)

Director: Chrisann Hessing

This powerful documentary follows Toronto's Good Guise collective, a group of artists using their craft—beatboxing, poetry, martial arts, and photography—to promote healthy masculinity and personal healing. As they confront personal struggles and systemic barriers, their shared journey of transformation and brotherhood unfolds on screen.

 More Info: [VIFF Website](#)

2025 Festival Lineup: 54 Films, 70% Canadian Content, and BIPOC & Women-Led Filmmaking

Building on a highly successful inaugural year, the Sundar Prize Film Festival continues its commitment to diverse, socially impactful storytelling. Highlights include:

70% of films are Canadian, with 57% from British Columbia.

54% of films are directed by women.

67% of films are directed by BIPOC filmmakers.

Full Program & Tickets: <https://sundarprize.com/2025-programme/>

Festival Schedule

Wednesday, April 9, 2025 – We Will Be Brave Pre-Launch Screening at VIFF Centre – VIFF Cinema (6:30 PM)



Thursday, April 10, 2025 – Opening Night & Networking Reception w/ Open Mic Pitch Session at SFU Surrey Campus (5:30 PM onwards)

Friday, April 11, 2025 – Film Screenings & Events at Landmark Cinemas, Guildford (12 PM – 11 PM)

Saturday, April 12, 2025 – Film Screenings & Events at Landmark Cinemas, Guildford (12 PM – 11 PM)

Sunday, April 13, 2025 – Awards Ceremony & Closing Night at Landmark Cinemas, Guildford (12 PM – 11 PM)

Quote from Festival Co-Founder Alex Sangha

“The 2025 Sundar Prize Film Festival is shaping up to be an unforgettable experience. With our expanded lineup, generous prizes, and strong commitment to championing underrepresented voices, we are creating a space where filmmakers and audiences can connect, learn, and be inspired. We invite everyone to join us in celebrating stories that matter.”

Quote from Sidartha Murjani, Executive Director and Senior Programmer

“This year’s festival is a testament to the incredible talent and resilience of filmmakers from around the world. We have carefully curated a lineup that not only entertains but also challenges, educates, and sparks meaningful dialogue. Our goal is to create an inclusive space where diverse stories are amplified, and we’re thrilled to welcome audiences to experience these powerful films.”

Get Involved & Stay Connected

Tickets Available Now: www.sundarprize.com

Sponsorship Inquiries: Contact Alex Sangha at info@shervancouver.com

Media Inquiries: Contact Sidartha Murjani at programming@sundarprize.com

The Sundar Prize Film Festival 2025 promises to be a powerful, thought-provoking, and inspiring celebration of storytelling. Don’t miss out on this extraordinary cinematic experience!

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2ND ANNUAL
SUNDAR PRIZE
FILM FESTIVAL

APRIL 10-13
2025

4 DAYS,
OVER 50 FILMS,
12 AWARDS,
CASH PRIZES,
PANELS,
MENTORSHIP,
& MORE

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IN
MOTION
JOURNEYS OF
GROWTH AND
DISCOVERY

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