



PRESS RELEASE - Embargoed until 1 January 2025

Announcing the **True Spark Award** at the London Rolling Film Festival 2025

London, UK – January 1, 2025 - The London Rolling Film Festival (LRFF) is proud to introduce an extraordinary new addition to the festival lineup: the "**True Spark Award**". This special award category celebrates films that not only entertain but inspire and uplift, sparking a flame of creativity and optimism in all who watch them.

The True Spark Award is open to films of all lengths and genres. Uniquely, directors are not required to attend for this category, recognizing the global challenges filmmakers might face. This flexibility allows the most inspiring stories to be seen and celebrated, regardless of geographical and financial constraints.

Festival Director Alida Pantone shared her vision: "*I believe in the power of cinema to change lives, and the True Spark Award is my way to contribute to this change, one film at a time.*"

Submissions for this category open today, January 1st, 2025. For more details and to submit, please visit our FilmFreeway page (<https://filmfreeway.com/LondonRollingFilmFestival>).

Visit us online at <https://rollingfilmfestival.com> and follow our journey on social media as we continue to connect, inspire, and support the film community.

We look forward to igniting the true spark of cinema together!

[Instagram](#) | [Facebook](#)

NOTES TO EDITORS:

The London Rolling Film Festival is renowned for its unique blend of film screenings and interactive Q&A sessions designed to foster industry connections. Serving as a vital platform, the festival engages a broad audience and seasoned industry professionals, enhancing its boutique quality with each edition. Our core values—Connect, Inspire, Support—are at the heart of everything we do, reflected in our motto: "Stay Focused and Keep Rolling."

FOR PRESS INFORMATION, PLEASE CONTACT: Alice Miller: pr@doragoemon.com

Press assets can be accessed via: <https://rollingfilmfestival.com/press/>

LONDON ROLLING FILM FESTIVAL OFFICIAL WEBSITE: <https://rollingfilmfestival.com>

MAIN VENUE: Vue Cinema London – Piccadilly – 19 Lower, Regent Street, London SW1Y 4LR