



EUROPEAN TRAVEL COMMISSION  
COMMISSION EUROPEENNE DU TOURISME  
Rue du Marché aux Herbes 61 - 1000 Brussels - BELGIUM  
tel +32 2 - 548 9000 fax +32 2 - 514 1843  
[info@visiteurope.com](mailto:info@visiteurope.com) [www.visiteurope.com](http://www.visiteurope.com) [www.etc-corporate.org](http://www.etc-corporate.org)

PRESS RELEASE

## “ROLL THE DICE” A SHORT FILM IDEA BY BENOIT DETALLE AND MARIJA JACIMOVIC FROM BELGRADE WINS EUROSHORTS FILM COMPETITION

**Brussels, June 2013** The European Travel Commission (ETC) and Screen South are delighted to announce the winner selected from 5 finalists for the short film competition EuroShorts, the inaugural international short film competition which drew entries from 24 countries.

The Jury, headed by Sir Alan Parker and including Philippe Reynaert Chair of Cine Regio along with Graham Benson Chair of Screen South, thought this team had “a real talent for mixing live action and animation in a very amusing and engaging way”. The young filmmakers will now to receive 20,000€ and first class InterRail passes for their production team to make the film in locations throughout Europe this summer.

Based on an invented dice 'game', the idea sees the two protagonists' journey through Europe as they roll the dice at every step of the way to determine where they will go next. The filmmakers say they are “Wishing to portray Europe as one big playground ready to be discovered and highlighting the unknown, the feeling of exploration, of fun and discovery”. The film will use a pixilation and stop-motion animation visual style which helped these talented filmmakers win the praise of the jury amidst very strong competition from the other four finalists drawn from entries from 24 countries across Europe.

The finalists were chosen on their short film proposal on the theme of “Europe – A Never Ending Journey”. The European Travel Commission and Screen South will Exec Produce the film with Benoit and Marija and look forward to a fantastic film with an idea which could very easily go viral as it is a catching way to approach European travel. Animation and post production will take place in Serbia with location planned for most European countries. It will be a very interesting summer for the team and all will be reported regularly via the EuroShorts website and social media.

Please visit <http://www.euroshorts-films.com> for further details and news.

**Note to editors:**

*The European Travel Commission is an association of National Tourism Organisations (NTOs). It was created in 1948 to promote Europe as a tourism destination to the long-haul markets outside Europe, originally in the USA and later in Canada, Latin America and Asia. It currently has 33 member NTOs, including 9 from outside the European Union. ETC is an independent body which is financed entirely by annual membership contributions and partnership funding.*

*Together with the European Commission, ETC has designed the "Destination Europe 2020" initiative, a program designed to involve the entire tourism industry in defining a long-term strategy for Europe as a tourist destination.*

*Europe is the world's No. 1 tourist destination with 535 million international arrivals and more than 50% of the market share of worldwide tourism*

**Contact:** ETC Executive Unit - Rue du Marché aux Herbes 61 - 1000 Brussels - BELGIUM.

T: + 32 2 548 9000 F: + 32 2 514 1843 e-mail: [press@visiteurope.com](mailto:press@visiteurope.com)

**For further information:** ETC's corporate website [www.etc-corporate.org](http://www.etc-corporate.org) is aimed at industry, government and educational personnel interested in tourism to Europe.

*Tourists seeking travel-specific information and ideas are directed to ETC's consumer portal [www.visiteurope.com](http://www.visiteurope.com).*