

FIGHTING MALARIA... ON SCREEN

COMIC
RELIEF

gsk

Comic Relief invites you to the premiere of **'Fighting Malaria... On Screen'**, three short, animated films reframing the narrative around malaria. The event is the latest in our **Actions Beyond the Hashtags** series.

8th September 6.30pm–9pm
The Stevenson Theatre,
British Museum

The event will explore why we need to modernise awareness films to engage and inspire key audiences. There will be exclusive UK screenings of three short, animated films created by African film directors for audiences in Ghana and Tanzania. There will be a panel discussion with the three film directors and special guests exploring 'Why animation and wider popular culture are compelling, impactful vehicles for engaging modern audiences and delivering advocacy and social change.'



SPEAKERS

Comfort Arthur, award-winning animator, illustrator and visual artist and director of **'The Underestimated Villain'**

Gwamaka Mbuka, co-founder of the Tai Studio animation and director of **'Mbuland'**

Amil Shivji, freelance filmmaker, lecturer at the University of Dar es Salaam and director of **'Mozizi'**

Samir Patel, Chief Executive, Comic Relief

Fiona Smith-Laittan, VP Global Health, GSK

Plus special guests...



Please confirm your attendance by writing to support@comicrelief.com



IMPORTANT INFORMATION



- The event begins at 7pm but we encourage guests to arrive from 6.30pm for refreshments in the West Foyer
- Please find below a map of the British Museum. Guests are advised that they must show this invite at the gate, either an electronic or paper version
- Refreshments will also be served in the West Foyer following the screenings and Q&A

Fighting Malaria... On Screen

As part of its long-standing partnership with GSK — Fighting Malaria, Improving Health, Comic Relief designed the 'Fighting Malaria... On Screen' initiative.

The project set out to empower filmmakers from Ghana and Tanzania to tell the story of malaria and its impact in creative ways that would resonate with audiences affected by the disease.

We commissioned three talented filmmakers from Ghana and Tanzania to create entertaining, out-of-the-box content that could capture people's attention, but also land important messages on how to prevent and treat malaria.

We wanted to move away from typical public health educational films and give the filmmakers creative license to entertain. The filmmakers used animated storytelling to engage their local audiences, and the films have been a hit.

All of the films were shortlisted for the Ousmane Sembene Award at the Zanzibar International Film Festival with one of the films, Mozizi, taking home the award!

Hosting this event at the British Museum does not imply that the British Museum or its trustees endorse or support the purpose of the event or any associated product, research or news announcement. Comic Relief is the operating name of Charity Projects, a registered charity in England and Wales (326568) and Scotland (SC039730).

