

FOR IMMEDIATE RELEASE

Announcing the Return of the Anime Music Video Contest at Pacific Media Expo 2012

LOS ANGELES, CA

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Anime has progressed and so has fan art. With the availability of high quality video editing software and low cost hardware, Anime Music Videos are equaling professional editing quality as last year's PMX 2011 AMV "Best Action" winner displays (Warning these are amazingly imaginative beautifully composed violently graphic scenes. Anime is not just for kids.): <http://www.youtube.com/watch?v=pTjO2SAzukl>.

AMV's are predominantly fan created using anime or video game footage set to an audio track, a mesh of love of anime/video games, love of music, and artistic vision. The most popular AMV from this era was for the 1996 song "Daytona 500", from Ghostface Killah that was viewable on BET.

"Due to the positive response of last year's first annual AMV contest, AMVs are often way for fans to express their love for this popular entertainment and art form and PMX is proud to be able to offer a place where they can showcase their efforts and talents." says Chow Suchintamai, AMV Coordinator.

The PMX AMV Contest will be judged in three categories: Action, Comedy, and Drama. The deadline for entries is October 21, 2012 at 5pm PST. Judging will occur on Saturday, November 11, 2012 at 1pm to 3pm where there will be prizes awarded for Best of Show \$200, Best Action \$100, Best Comedy \$100, Best Drama \$100, and PMX Staff Pick will be receiving PMX Goodies.

For more information, go to <http://PacificMediaExpo.com>

About Pacific Media Expo:

As America's first major media trade show dedicated primarily to Asian-Pacific popular culture and entertainment, Pacific Media Expo (PMX) is a distinguished industry event sponsored by the Pacific Media Association. PMX 2012 strives to create an eclectic community where artists, industry, and fans can freely experience and express the very best of Asian-Pacific popular culture.

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