

International Wildlife Film Festival

IMPACT REPORT 2020



IWFF 43's theme IGNITE was to bring awareness to individuals sparking change and to focus on how wildlife is impacted by wildfire. As spring arrived in Missoula, so did COVID-19. With less than three weeks to move IWFF online we embraced the opportunity to reach new audiences. The response was overwhelmingly positive to the first-ever virtual IWFF at wildlifefilms.org from April 18-25.

Unprecedented times like these do IGNITE change, and we are proud to have risen to the occasion. Our vision for the festival will continue into 2020 with programming at the Roxy Theater and through the IWFF Tour.

VIRTUAL IWFF AT A GLANCE

TOTAL NUMBER OF
PASSES SOLD

1,602

TOTAL IWFF FILM
VIEWS **OUR BIGGEST EVER!**

49,202

FILMS STREAMED FROM
ORIGINAL SELECTIONS

77 OF 86

16 FEATURE FILMS

61

SHORT FILMS

53 FREE FILMS

11

INTERACTIVE
LIVE EVENTS
WITH 1000S
OF VIEWS

IWFF AUDIENCE:

56%

FEMALE

44%

MALE



PASSHOLDERS FROM
47 STATES + **25** COUNTRIES

EYES ON IWFF

3000% WILDLIFEFILMS.ORG
TRAFFIC INCREASE

60% INCREASE IN FOLLOWERS
ON INSTAGRAM

DOUBLED
OUR E-BLAST SUBSCRIBERS

199,133 PAGEVIEWS ON
WILDLIFEFILMS.ORG

19,000 FACEBOOK EVENT
VIEWS

IWFF RECEIVED PRESS FROM AROUND THE NATION, OUR STORY WAS PICKED UP FROM THE MISSOULIAN AND SHARED BY US NEWS & WORLD REPORT AND AP NEWS.

READ MORE AT

WILDLIFEFILMS.ORG/ABOUT/PRESS/

FESTIVAL FEEDBACK

"Thank you so much for the boon of free virtual passes for community judges and for all the hard urgent work so many of you must have done to create a virtual film festival this year. My gratitude is immense!"

-Suzanne Reed, Missoula

I have wanted to attend the festival; however, I live in Ottawa, Canada. The shift to the virtual festival has allowed me to participate and I could not be more grateful or excited for the rest of the festival! Endless thanks."

-Jenny Kenmir, Ottawa

"I used to volunteer with Chuck Jonkel and IWFF and I've been nostalgic for those days of hanging out with cool wildlife biologists in Montana. Now I live in central Florida and am so grateful that you and your sponsors were able to make it available online. Thanks for making that effort!!"

-Sara Bruya, Florida

"I am doing school from home and get to watch your films here. Normally, my class would do a field trip for these films. THANK YOU!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!"

- Charlie, Missoula

IWFF SUPPORT

WE WERE TRULY HUMBLLED BY THE UNWAVERING SUPPORT OF OUR SPONSORS THROUGH VIRTUAL IWFF.

74 SPONSORS + COMMUNITY PARTNERS

PRESENTING SPONSORS



clearwater
CREDIT UNION



SUPPORT PROVIDED BY

The MJ Murdock Charitable Trust | Merlin Foundation | Llewellyn Foundation | Charles Englehard Foundation | Optimist Club

PARTNER SPONSORS

Stio, Canon, Sigma, National Wildlife Foundation, Bedrock Sandals, Lake Missoula Tea Company, MPG Ranch, DoubleTree by Hilton, Clark Fork Coalition, Missoula Paddleheads, Submittable, ERA Lambros + Julie Gardner, Paynewest, Downtown Missoula Partnership, Artemis, Pepsi-Cola of Missoula, WGM, Montana State University, Rangitsch Brothers, Blackfoot, Missoula Bone + Joint, Mellow Mood, Good Food Store, Great Burn Brewing, MOLLI, Catalyst

LOOKING FORWARD

In 2020 we will continue to bring our communities near and far the best and most ethical in wildlife storytelling.

IWFF TOUR

For educators and organizations to host screenings of our 2020 selections.

IWFF PRESENTS

A monthly screening series held at The Roxy Theater featuring 2020 selections and IWFF picks including:

- Ignite Programming Spotlight in partnership with Montana DNRC.
- Upcoming screenings of *Overland*, winner of the Living with Wildlife category, *Realm of the Robber: Christmas Island*, and *Goings Nuts: Tales From the Squirrel World*, recognized for cinematography.
- A discussion and shorts block screening focused on connectivity in partnership with American Prairie Reserve + The Nature Conservancy.

CONNECT WITH US

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@wildlifefilmfest



@International Wildlife
Film Festival

Sign up for our e-newsletter at
wildlifefilms.org