

# The AMERICAN Pavilion

**FOR IMMEDIATE RELEASE**

## **SPONSORS UNVEILED FOR THE AMERICAN PAVILION AT THE 2022 CANNES FILM FESTIVAL**

**The American Pavilion Adds *The Golden Globes* as 2022 Presenting Sponsor;  
*Coffee of Grace*, IMDb, SAGindie Return to The Pavilion  
as Several new Brands Make their Debuts**

**Los Angeles, CA (May 12, 2022)** — Celebrating 33 years as the epicenter of American hospitality and communication at the **Cannes International Film Festival**, **The American Pavilion Presented by The Golden Globes**, [www.ampav.com](http://www.ampav.com), announced today the sponsors supporting its 2022 edition.

For its 33rd year as a beloved institution at the Cannes Film Festival, **The American Pavilion** celebrates the return to its historic location on the Croisette, by welcoming both new and returning brands, and adding ***The Golden Globes*** as its 2022 presenting sponsor on the eve of the 80th-anniversary edition of the Golden Globe® Awards.

Returning sponsors include **IMDb** the world's most popular source for movie, TV and celebrity content; **SAGindie** which promotes working relationships between professional actors and passionate independent filmmakers; and a fourth encore performance by ***Coffee of Grace***, a specialty coffee company founded by Grace Hightower De Niro, in an effort to help rebuild the Rwandan economy.

These beloved, returning sponsors will be joined by new sponsors including ***Project Indie Hope*** which provides affordable Covid Testing for indie film projects keeping cast and crew safe and compliant within a reasonable operating budget; ***Åre Water*** which offers superior natural mineral water tapped directly from the certified Åre Source, a groundwater reservoir, found in the well-preserved areas of Northern Sweden; ***Guillotine Vodka***, producing an innovative, all-natural vodka made exclusively with premium French ingredients using longstanding French artisanal techniques; ***Maña Wines*** presenting premier wines with an international character suitable both for a daily happy hour and for glamorous events; and ***Stella Artois***, celebrating its Belgian Heritage with timeless European design and product lines rooted in craftsmanship dating back 600 years.

Media Sponsors include the exclusive portraits and video interviews lounge **Deadline Studio** which hosts VIP talent daily during the Cannes Film Festival, along with top-tier industry trade publication leaders that bring the world their daily entertainment news: **Deadline Hollywood, The Hollywood Reporter, Indiewire,** and **Variety.**

“We are thrilled to return to the Croisette in 2022 to share our insightful programming, member benefits and the unparalleled view of the Riviera with the Cannes Film Festival community,” said Julie Sisk, President and Founder of The American Pavilion. “Our corporate partners make it possible for us to provide the highest level of service and promote a sense of community for our members, and students from all over the world.”

Luminaries that have supported The Pavilion over the years include filmmakers Ron Howard, Francis Ford Coppola, Martin Scorsese, Quentin Tarantino, Wong Kar Wai, Spike Lee, Billy Bob Thornton, and stars Mindy Kaling, Salma Hayek, John C. Reilly, Amy Poehler, Tommy Lee Jones, Sean Penn, Ryan Gosling, James Franco, Uma Thurman, America Ferrera, Anjelica Huston, Michelle Williams, Jessica Chastain, Claire Danes, Kristen Dunst, Christina Ricci, Whoopi Goldberg, Holly Hunter, Andie MacDowell, Robert Duvall, Carrie Fisher and Matt Lauer amongst many others.

## **ABOUT THE 2022 SPONSORS**

### **The Golden Globes and The Hollywood Foreign Press Association**

The Hollywood Foreign Press Association (HFPA) was founded in 1943 – then known as the Hollywood Foreign Correspondents Association – by a group of entertainment journalists based in Los Angeles. During World War II, the non-profit organization established a cultural bridge between Tinseltown and millions around the world seeking an escape and inspiration through entertainment. The HFPA continues to do so today with a membership representing more than 55 countries. Since 1944, the group has hosted the annual Golden Globe® Awards – the premier ceremony which honors achievements in both television and film.

The licensing fees from the Golden Globe® Awards has enabled the organization to donate more than \$50 million to more than 70 entertainment-related charities, film restoration, scholarship programs and humanitarian efforts over the last three decades. Its efforts include support for diversity programs in partnership with advocacy groups promoting greater access in Hollywood aimed at underserved communities. For more information, please visit [www.GoldenGlobes.com](http://www.GoldenGlobes.com) and follow us on Twitter ([@GoldenGlobes](https://twitter.com/GoldenGlobes)), Instagram ([@GoldenGlobes](https://www.instagram.com/GoldenGlobes)), and Facebook ([www.facebook.com/GoldenGlobes](http://www.facebook.com/GoldenGlobes)).

### **Åre Water**

We offer a natural mineral water tapped directly from the certified Åre Source, a groundwater reservoir, found in the well-preserved surroundings of Northern Sweden.

The water we extract is granted an official title labelled “Superior” because of the low levels of nitrates it contains, indicating the purity of our products.

Åre’s crisp and alpine landscape provides a unique environment for a natural filtration process within the source, where its formation of layers of rock and sand initially date back to the ice age. Due to a moderate temperature in the bedrock, small blends of natural mineral salts enable our water to obtain a high oxygen saturation of 83%.

The company Åre Water AB is climate neutral since 2018.  
For more information visit [www.arewater.com](http://www.arewater.com)

### **Coffee of Grace**

Coffee of Grace was founded by our CEO, Grace Hightower De Niro, in an effort to help rebuild the economy in Rwanda. We are a vertically integrated coffee company, which is guided by the purpose of having a positive impact on the lives of the farmers we partner with at source. All of our coffees are 100% arabica, specialty grade, organically grown, and ethically sourced from small lot coffee farmers through 100% Direct Trade.

[www.coffeeofgrace.com](http://www.coffeeofgrace.com)

### **Guillotine Vodka**

Guillotine is a revolutionary French vodka created exclusively from the champenois vineyards and distilled in the champenois region with the finest pinot and chardonnay grapes. We are 100% French and 100% natural; our products are vegan and gluten-free, contain no coloring or flavoring agents, no glycerol, and no citric acid. Offering unparalleled quality, taste, and versatility it has been awarded with 25 gold medals in international spirit competitions.

Our mission is to introduce the world to the finest artisanal spirits, starting with ultra-premium vodkas that are unparalleled in quality, taste, and joie de vivre. Guillotine Vodka is the Only Vodka Certified "100% made in France". Guillotine is creating a real revolution into the Vodka category by being the first to ever Barrel-Aged vodka. Our unique “aged” vodka is aged in barrels made from special French oak, giving the spirit a warmth reminiscent of the finest French spirits and a unique amber hue color. Guillotine has 3 versions of vodkas:

- Guillotine Vodka Originale: a traditional French Vodka
- Guillotine Vodka Heritage: the first-ever aged, amber-color vodka
- Guillotine Vodka & Petrossian Caviar: the first-ever vodka distilled with caviar

Drink Responsibly: Don't lose your head!

### **IMDb**

IMDb is the world's most popular and authoritative source for information on movies, TV shows, and celebrities. Products and services to help fans decide what to watch and where to watch it include: the IMDb website for [desktop](#) and [mobile devices](#); [apps](#) for

iOS and Android; and [X-Ray](#) on Prime Video. IMDb also produces [IMDb original video series](#) and [podcasts](#). For entertainment industry professionals, IMDb provides [IMDbPro](#) and [Box Office Mojo](#). IMDb licenses information from its vast and authoritative database to third-party businesses worldwide; learn more at [developer.imdb.com](#). IMDb is an Amazon company. For more information, visit [imdb.com/press](#) and follow [@IMDb](#).

### **Maña Wines**

Maña is born for a modern and international consumer who loves exploration and synergies between real and digital world. The Brand's features and tones are based on a perfect aesthetic balance between classicism and modernity. The design is aimed at a "millennial" consumer, in search of a style that fuses elements of tradition with modern and contemporary inspirations. Our brand expresses itself through a communicative logic in which glamorous and positioning elements are harmoniously combined. The style relives in evanescent and blurred atmospheres with a background of precious materials that recall the world of luxury to give life to a so-called soft luxury line, suitable both for a daily happy hour and for glamorous events with an international character.

### **Project Indie Hope**

PROJECT INDIE HOPE was founded in April 2021 by Gerry Pass, filmmaker and founder of Chrome Entertainment. Chrome Entertainment has been producing content since 2013 and also represents an amazing array of talent and a library of existing IP, which it produces with its global production partners. Pass is a longtime member of the Television Academy, with additional signatory credentials including the DGA, WGA, and SAG/AFTRA.

The global pandemic and the astronomical costs of covid testing proved to be prohibitive to many productions and producers, amongst them Pass himself and Chrome Entertainment. Pass realized something needed to be done, and so founded Project Indie Hope. Project Indie Hope created a solution; affordable Covid Testing, so that indie films can prosper without the burden caused by hefty fees imposed by other companies. This keeps any cast and crew safe and compliant, and within a reasonable operating budget. Nationwide, Project Indie Hope has assisted over 200 projects since it began servicing producers in the US. As we move to the next phase of a new world, Project Indie Hope will continue to provide these necessary operating items at an affordable rate.

As a sponsor of The American Pavilion, Project Indie Hope LLC prepares for the future with new ventures to be announced during Cannes Film Festival 2022. PROJECT INDIE HOPE - Filmmakers helping Filmmakers Project Indie Hope LLC – New York, NY / Beverly Hills, CA [www.projectindiehope.com](#)

### **SAGindie**

SAGindie promotes the working relationship between professional actors and passionate independent filmmakers. Since its formation in 1997, SAGindie has been traveling to film festivals, trade shows, and conventions spreading the word: Just because your film isn't produced by a studio doesn't mean you can't use professional talent. As a free resource, SAGindie offers filmmakers clarity and kinship by guiding them through the SAG-AFTRA signatory process, making it even easier to hire professional actors, regardless of budget. SAGindie is made possible by a grant from the SAG-AFTRA Producers Industry Advancement & Cooperative Fund.

[www.sagindie.org](http://www.sagindie.org)

### **Stella Artois**

Stella Artois traces its origins to over 600 years ago, to the Den Hoorn brewery in Leuven, Belgium founded in 1366. Stella Artois was born as a Holiday gift to the people of Leuven, from the brewery. The name "Stella" – meaning "star" in Latin – pays homage to the occasion, and a star has been proudly displayed on Stella Artois bottles ever since.

The name "Artois" is a tribute to De Hoorn Brew Master Sebastian Artois. He was a beloved member of both the De Horn brewery and the broader Leuven communities. The name Stella Artois continues to honor his legacy in the present day. Stella Artois is proud of its Belgian Heritage and remains greatly inspired by timeless European design.

[www.stellaartois.com](http://www.stellaartois.com)

### **The Deadline Studio**

The Deadline Studio at the Cannes Film Festival, presented by [Deadline Hollywood](#), is a private and exclusive daily media lounge where all of the top filmmakers attending the festival (actors, directors, producers and others) are invited by appointment only for exclusive portraits and video interviews which will appear on Deadline.com and Deadline social media channels throughout the festival. Deadline Studio sponsors include: [Aero](#), [Soia & Kyo](#) and Jamones Ibéricos from Spain.

### **Deadline Hollywood**

Deadline Hollywood is the definitive choice for industry professionals and entertainment enthusiasts.

Since its launch in 2006, Deadline has become the #1 breaking news site in Hollywood and media news. Along with being the authoritative source for breaking news, Deadline prides itself on its journalistic integrity; something readers have long valued, which drives them to access the site multiple times each day.

## **ABOUT THE AMERICAN PAVILION**

The American Pavilion, celebrating its 33rd year as the epicenter of American hospitality and communication at the Cannes International Film Festival, brings together both professional and emerging filmmakers along with industry executives from across the globe. A much sought-after destination for information, orientation, and recreation, it accommodates the needs of its members, guests and sponsors in a dynamic business environment. With its impressive array of amenities and services, AmPav provides an opportunity to relax in very comfortable surroundings.

The American Pavilion boasts the In Conversation and Industry in Focus both which take place in the Roger Ebert Conference Center, which offer insightful and provocative panel discussions and in-conversations with filmmakers, talent and top leaders; a restaurant and bar that provide fast service with a smile throughout the day and is open to all festival badge holders after 6:00pm most evenings; a coffee bar; free WiFi and charging stations; a media terrace with a panoramic view of the Riviera; the Emerging Filmmaker Showcase; the Culinary Program featuring chefs from across the US and Canada; The American Pavilion Worldwide Student Program; and public and private rental for parties and receptions. The American Pavilion is part of Penske Media Corporation.

For more information, visit [www.ampav.com](http://www.ampav.com)  
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