

## Idris Elba named Ambassador of the 14th Annual American Black Film Festival

Written by Insight News

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Film Life, Inc. names Actor Idris Elba Ambassador of the 14th Annual American Black Film Festival (ABFF), to be held in Miami, Florida, June 23-26, 2010. Known for his commanding and charismatic feature film performances, Elba has taken the entertainment Mecca by storm as one of the most highly sought after talents working alongside Hollywood's esteemed A-List.

The ABFF is the premier international marketplace for films that showcase the best new work by and about people of African descent. The role of the ABFF Ambassador is to broaden public awareness of the festival as well as its mission which is to encourage collaboration and support between Hollywood and the independent film community.

"It is my honor to serve ABFF in this capacity," states Elba. "It was this very platform that allowed me to be cast in the starring role of Reverend Charles Fran in the drama film, *The Gospel*, which is an independent film. Jeff Friday's vision and passion, allows actors such as myself to emerge and become successful in this business."

Elba will next be seen as the co-lead in the Warner Bros action thriller, *The Losers*, alongside Zoe Saldana, Chris Evans and Jeffrey Dean Morgan. The film is due for release at the end of April. Later in the year, he will appear opposite Saldana again in *Takers*. The movie also stars Hayden Christensen, Matt Dillon, Chris Brown and T.I and is due for release in August. Elba has graced the covers of *Uptown* and *Essence* magazines and was also featured as one of the "Ten Hottest Men on the Planet" twice by *Essence* and chosen as one of *People Magazine's* annual 100 Most Beautiful People in the World. His other notable film credits include the number one box office hit *Obsessed* with Beyonce Knowles, Tyler Perry's *Daddy's Little Girls*, and *American Gangster* alongside Denzel Washington and Russell Crowe, to name a few. He most recently completed Kenneth Branagh's much-anticipated epic, *Thor*, in which he will play Heimdall.

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ABFF's Founder and CEO, Jeff Friday states, "I am honored to have Elba as ambassador of this year's festival. He is a gifted performer, and has been a loyal supporter of ABFF. His passion for film making and his appreciation of the many creative talents around us represents the very essence of our festival."

HBO® is the festival's Founding and Premier Sponsor. Other sponsors on board for this year include Grey Goose (Premiere); Nielsen, Gold Peak Tea, and Stella Artois (Supporting); Greater Miami Convention & Visitors Bureau, and Miami Beach Visitor and Convention Authority (Host). Media Sponsors include: AOL Black Voices, Black Enterprise, Uptown, Monarch, Heart & Soul, and Precious Times.