



FOR IMMEDIATE RELEASE

MARK CHRISTIANSEN TO RECEIVE “SALAH M. HASSANEIN HUMANITARIAN” AWARD AT SHOWEAST

NEW YORK, NY – Mark Christiansen, Executive Vice President of Worldwide Distribution Operations at Paramount Pictures, will receive the ShowEast “Salah M. Hassanein Humanitarian” Award. He will be presented with this special honor as part of the Final Night Awards Ceremony sponsored by The Coca-Cola Company on Thursday, November 11 at the Loews Miami Beach.

Established in 1987, the Salah M. Hassanein Humanitarian Award is presented each year to a company or individual in the industry that has made an impact in the philanthropic community.

“Mark defines what it means to be the Hassanein Award winner. His commitment to our industry and its charities are second to none,” stated Andrew Sunshine, President, Film Expo Group. “We are honored to recognize his achievements.”

Mark Christiansen is EVP, Worldwide Distribution Operations, at Paramount Pictures. His group is responsible for localizing, packaging, and delivering Paramount’s feature and marketing product around the world. He previously held operations and sales positions at DreamWorks, MGM, and Columbia Pictures.

Mark is also President, Will Rogers Motion Picture Pioneers Foundation. As a result of financial hardships caused by the Covid-19 pandemic, the WRMPPF provided cash distributions to over 10,000 members of the exhibition and distribution community (98% exhibition). Mark also supports the CHP 11-99 Foundation and the University of Oregon.

About ShowEast

ShowEast’s 35th Anniversary will take place from November 8-11, 2021 at the Loews Miami Beach Hotel in Miami, Florida. After 35 years, ShowEast is the longest-running and most successful film convention for major, regional, and independent cinema professionals. The show will attract an

estimated 2,000 domestic and Latin American motion picture industry professionals and will feature product presentations and screenings of major upcoming films, exclusive sponsored events, plus exciting and informative seminars.

About Film Expo Group

The Film Expo Group is the premier organizer of networking events in the motion picture industry. The Film Expo Group produces ShowEast, held in Miami; CineEurope, held in Barcelona; and CineAsia, held in Bangkok

Additional information on ShowEast can be found at www.showeast.com.

#

Media Contact: dawn.blaschick@filmexpos.com