



December 6, 2021  
**MEDIA RELEASE**

**CELEBRATING ITS 30TH ANNIVERSARY,  
AMERICA'S LARGEST BLACK FILM FESTIVAL,  
THE PAN AFRICAN FILM FESTIVAL,  
ANNOUNCES DANNY GLOVER AS CELEBRITY AMBASSADOR**

**Global celebration of Pan African cultures in Los Angeles  
returns with hybrid festival of in-person and online screenings**

**LOS ANGELES** — Actor **Danny Glover** (*The Color Purple*, *Lethal Weapon*) will be the **Pan African Film Festival's (PAFF) 2022 celebrity ambassador**. The 30th annual festival will be held in-person and online **February 8-21, 2022**, in Los Angeles. Glover is a co-founder of the PAFF along with the late actress **Ja'Net Dubois** ("Good Times") and Pan African affairs expert **Ayuko Babu**. In January, he is scheduled to receive the **2022 Jean Hersholt Humanitarian Award from the Academy of Motion Picture Arts and Sciences** for his contributions to filmmaking and the world.

"The role of the PAFF Celebrity Ambassador is to broaden public awareness of the festival as well as its mission," **said PAFF co-founder and executive director Ayuko Babu**. "Since 1992, Danny has made the Pan African Film Festival and supporting Black filmmakers a priority, and so it naturally made sense for him to be the festival's celebrity ambassador as we celebrate 30 years of Black storytelling through film and art."

The PAFF is a twelve-day event that exists to evolve the emerging Black storyteller. Each year the PAFF showcases the broad spectrum of creative works and films by visionaries who highlight the diverse stories of Black America, Africa, and the global Black Diaspora.

"I am thrilled to be the celebrity ambassador for the 30th annual Pan African Film Festival, which has had a profound impact on Black filmmaking and Black filmmakers since 1992," **said Danny Glover**. "The Pan African Film Festival is a cultural icon that has grown over the past 30 years into the largest Black film festival in the U.S., and I'm proud of any role I played in making that happen."

The 30th annual PAFF will feature 150 new high-quality Black films from the U.S., Africa, the Caribbean, South America, Europe, the South Pacific, Canada, and increasingly, Asia. In addition, the PAFF will present over 100 fine artists and unique craftspeople from over 40 countries and six continents in a showcase of Pan African cultures.

An **Oscar-qualifying festival** for animation and live-action films, the 30th Annual PAFF will take place in-person in Los Angeles and online worldwide February 8-22, 2022.

### **About Danny Glover**

Danny Glover first caught the attention of movie audiences in *The Color Purple* and went on to star opposite Mel Gibson in the *Lethal Weapon* series. He has also appeared in *To Sleep with Anger*, *The Royal Tenenbaums*, *Dreamgirls*, *Beyond the Lights* and *Sorry to Bother You*. A lifelong community activist, his efforts for worldwide justice have inspired others to follow his leadership. He has been a particularly strong advocate for economic justice and access to health care and education in the United States and Africa. He has served as a Goodwill Ambassador for the United Nations Development Program and is currently a UNICEF Goodwill Ambassador. He is a co-founder of the Pan African Film Festival, America's largest Black film festival.

### **About the Pan African Film Festival**

Established in 1992 by Hollywood veterans Danny Glover (*The Color Purple*, *Lethal Weapon*), the late Ja'Net DuBois ("Good Times"), and Ayuko Babu (Executive Director), the Pan African Film Festival is a 501(c)(3) non-profit organization that has remained dedicated to the promotion of Black stories and images through the exhibition of film, visual art, and other creative expression.

PAFF is the largest and most prestigious Black film festival in the U.S. and attracts local, national, and international audiences. It is also one of America's largest Black History Month events.

The 30th annual festival runs February 8-22, 2022.

Find the Pan African Film Festival on:

- Twitter: <https://twitter.com/paffnow>
- Facebook: <https://www.facebook.com/paffnow>
- Instagram: <https://www.instagram.com/paffnow>
- YouTube: <https://www.youtube.com/c/ThePanAfricanFilmFestival>

**The PAFF is generously supported by the City of Los Angeles, the Department of Cultural Affairs, Los Angeles County Arts and Culture, Los Angeles County Supervisor Holly J. Mitchell, Los Angeles Councilmember Marqueece Harris-Dawson and Los Angeles Councilmember Mark Ridley-Thomas.**

To submit for **PAFF media credentials**, please click [here](#).

For **PAFF talent submissions** for red carpet consideration, please click [here](#).

For more information, please contact [press@paff.org](mailto:press@paff.org).