

DIGIFEST TEMECULA CELEBRATES THE SUCCESS OF DIGIDAY 2020, A SPECIAL VIRTUAL EVENT

Temecula, Calif.- On August 22, 2020, JDS Creative Academy, the nonprofit 501 (c)(3) organization that produces DigiFest Temecula, live-streamed an eight-hour virtual DigiDay experience. This special virtual event was jam-packed with professional speakers, entertainment, festival screenings and awards.

Since 2017, DigiFest Temecula has been uniting content creators, providing an opportunity for their work to be exhibited and evaluated. This anticipated annual April event was rescheduled, then re-created, when COVID-19 hit one month out from the originally scheduled in-person festival. The three-day traditional in-person event turned into a virtual, live-streamed broadcast. This allowed content submitters and attendees to still have the experience they were looking for, just in another format.

"As a Filmmaker, I am so grateful that DigiFest continued this year! With COVID - all of the other Film Festivals canceled...so thank you for not quitting! You guys did an incredible job of making it happen! The Virtual Studio is amazing!! Just wow!!" said Honey Lauren, DigiDay Award Winner.

Almost 100 entries were submitted into the competition. Not only were there local submissions but entries came from across the globe, as far away as Australia. The content was superb! The judges were faced with no easy task. After long thought and consideration, ten Digis were awarded to the outstanding digital-content creators. Digital categories included: photography, illustration, marketing/PSA, music videos, animation, as well as narrative and documentary video shorts. People's choice awards and honorable mentions were also awarded, and like the traditional event, people's choice voting took place in real-time with winners announced during the awards ceremony.

Attendees were treated to an abundance of information, engaging stories, training, entertainment from local artists including Southern California rock band Kanan Road, comedic relief provided by Teddy Lane Jr., and amazing prize drawings.

JDS Studios became a virtual, interactive place for attendees to immerse themselves in the DigiFest experience, just like they would in person, all from the comfort and safety of their own homes. Participants were able to view embedded media, watch festival screenings and dive into a digital shopping experience. Guests also had the opportunity to access a zoom networking room to meet other attendees and the speakers.

"What an exciting day. It took us a while to figure out what DigiFest 2020 was going to look like, but I am so proud of how it turned out. DigiFest Temecula year four looked like nothing we could ever have imagined, but the JDS Creative Academy team took it to the next level. We had amazing submissions, speakers and entertainment. What more can you ask for?" said Diane Strand, DigiFest creator and JDSCA Founder.

The event name, DigiFest does not include the word "digital" for nothing. DigiFest is an annual event for those who love the arts, want to learn, network and explore what the digital entertainment world has to offer. DigiFest 2020 DigiDay was just that and more!