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FOR IMMEDIATE RELEASE
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MEDIA RELEASE

Swede Fest Returns, Adding Opportunities for Young Filmmakers

What: Swede Fest is back, with a new junior category added in collaboration with Fresno Unified

Deadline to submit a swede film: Sunday, April 27, 2025 at midnight

Event: Friday, May 2, 2025
6:30-8:30 p.m.

Where: Fresno High School, Royce Hall
1839 N. Echo Ave. (93704)

Swede Fest is back after a brief hiatus, featuring homemade recreations of popular movies. Inspired by the 2008 movie, “Be Kind Rewind,” sweded films are low-budget, homemade movie parodies that feature household props, costumes and lots of creativity. The results are intentionally low-tech, often hilarious and always entertaining.

A new competition for K-12 students has been added this year in partnership with Fresno Unified. Swede Fest Junior will shine a spotlight on the work of young filmmakers and inspire the next generation of Swede Fest participants. Winners from the competition will be screened at Swede Fest.

Swede Fest has been a Fresno tradition since 2008, celebrating the power of community storytelling and the joy of filmmaking, no Hollywood budget required. This is an opportunity for filmmakers of all skill levels to share their take on iconic films in front of a supportive audience. Film submissions should be family-friendly and no longer than four minutes. For more details, including submission guidelines, please visit SwedeFest.com.

“We are thrilled to bring Swede Fest back in 2025. This festival has always been about celebrating creativity and community storytelling without the barriers of big budgets or fancy equipment,” said Bryan Harley, Executive Director at Community Media Access Collaborative. “With the addition of Swede Fest Junior, we’re especially excited to see what the next generation of aspiring filmmakers brings to the screen. Whether it’s your first time picking up a camera or you’re a seasoned pro, Swede Fest is all about having fun and sharing your passion for movies.”

The festival is open to the public and free to attend, thanks to support from Fresno Unified. Swede Fest is a project of the Community Media Access Collaborative (CMAC).

“We are thrilled that our district is supporting such a fun, uniquely Fresno event. I love that all ages and all skill levels can be part of Swede Fest, especially our students,” said Interim Superintendent Misty Her.

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