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For Immediate Release:

ELASTIC MEDIA SELECTED FOR FEMME FUTURES GRANT BY KALEIDESCOPE
Support Women in XR!

(Saddle Brook, NJ - November 2, 2020) Elastic Media, a transmedia storytelling company, has received a grant from the Kaleidescope Futures Grant for its virtual reality project “Chocolate Milk.” Sonja Bozic, co-founder of Elastic Media and one of the directors of the project, is awarded the monetary prize as a woman in XR.

The cash prize is accompanied by mentorship from creative director, curator, and journalist, Darragh Dandurand discussing marketing, branding, press, and distribution. In addition, Novelab, the most-awarded developer of immersive experiences in Europe, will also offer mentoring services such as budget and schedule analysis, pitch deck reviews, and technical advice. Finally, the grant also offers an open invitation to present the finished VR project at the next FEMMEBIT Festival.

“The Chocolate Milk team is excited to be awarded the Femme Future Grant which is a community-funded grant with the help of HP and Novelab. The grant will help us move forward and work with our concept artist VRHUMAN. Also, we are looking forward to testing HP's new headset HP [Reverb G2](#)” states Bozic.

About the [Femme Futures Grant](#):

FOR FEMALE XR ARTISTS - Created to support women in XR, The Femme Futures Grant awards a monthly cash prize to the best XR project currently in development by a female artist. All formats, genres, and categories of immersive projects will be considered including XR films, games, apps, art, entertainment, and more. The only hard requirement is that the lead creator of the winning project must identify as a woman. Grant money should be used to push your project forward in a meaningful way such as developing a polished pitch deck, hiring a concept artist, creating a prototype, or offsetting production costs.



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