**VIMEO AND THE LINCOLN MOTOR COMPANY PREMIERE**

 **“LIVE IN YOUR MOMENT” SHORT FILM SERIES**

*Series celebrates first-ever Lincoln MKC with emerging artists*

*curated from the Vimeo community*

**NEW YORK, December 11, 2014** – Today Vimeo and The Lincoln Motor Company announced a new collaboration between emerging filmmakers with the launch of “[Live in Your Moment](https://vimeo.com/originals/inthemoment),” a collection of three original short films produced by Vimeo Staff Picked filmmakers. The series also features three ancillary videos that bring viewers on a journey alongside the directors into the making of each of the films.

Vimeo and Lincoln handpicked filmmakers with a strong influence within the Vimeo community and whose work aligned with the Lincoln aesthetic. Filmmakers selected by Vimeo for the collaboration include Diego Contreras, Khalid Mohtaseb and Joshua Kang. Each filmmaker was asked to create a unique story about embracing the present. Each story is different, but the message is the same: Find your moment, and live in it.

“Following the success of our first series with Lincoln, ‘Hello, Again,’ we were incredibly excited to reconnect the brand with the passionate Vimeo filmmakers to create authentic stories for the first-ever Lincoln MKC,” said Jeff Hurlow, Vimeo’s Head of Brand Partnerships. “The films presented in the ‘Live in Your Moment’ campaign demonstrate how a beautifully crafted story can result in meaningful and engaging content for consumers.”

“We are continuing our partnership with Vimeo from 2013 to illustrate Lincoln’s ‘Live in Your Moment’ campaign,’” said Dave Rivers, Lincoln Marketing Communications Manager. “Live in Your Moment” recognizes that we live in a busy yet exciting world – one where we all need time to reflect and organize our thoughts. The first-ever MKC is a quiet and powerful environment for that reflection and the campaign is designed to create awareness, conversation and purchase consideration in an emotional manner.”

The films featured in the series include the following:

**Open Your Eyes** – Directed by Diego Contreras, *Open Your Eyes* follows a young woman as she pays a visit to her elderly, blind father to celebrate his 70th birthday. The father, withdrawn from the dark world around him, is taken on a journey to locations from his childhood through the lush country landscapes of Louisiana. Through these tender, shared moments with his daughter, he symbolically regains his sight by finding the light in family and friend.

**The Perfect Place to Be** – Co-Directed by Joshua Kang and Carissa Gallo, *The Perfect Place to Be* tells of a young couple moving from Los Angeles to Portland in search of their perfect place. Along the way, they reminisce about their lives together and collect new mementos of their journey. After reaching their destination, they make the revelation that the perfect place has less to do with any specific location and more to do with the person you share it with.

**Bloom** – Co-directed by Diego Contreras and Khalid Mohtaseb, *Bloom* (debuting later this month), tells the story of a pair of strangers that share an unexpected day together after a luggage mix-up at the airport. Limited by language barriers, the two embark on a quiet yet active adventure, taking risks and making the most of their brief moment together.

The 2015 Lincoln MKC makes several organic appearances in each of the films, acting as a tool that drives the stories forward, taking characters on their separate journeys and adventures. Again, while each of the stories differs the vehicle’s role remains the same providing a special driving environment in which individuals can savor, reflect and organize their thoughts.

**Filmmaker Bios**

Diego Contreras is a Guatemalan director based in New York City. He’s created award-winning advertising film campaigns for brands including Google Glass, Microsoft, Converse, Budweiser, and Mini Cooper. Diego was recently selected as one of Shoot Magazine’s New Directors Showcase 2014. He lives in Long Island City with his wife Saury and their three parakeets. View more of his films and advertising work at [www.thisisdiego.net](http://www.thisisdiego.net).

Khalid Mohtaseb, who moved to the U.S. from Doha, Qatar in 1994, is a cinematographer and director based in New York City. His multicultural background brings a diverse approach and fresh perspective to each and every genre he takes on. His commitment to the craft and attention to detail has led him to where he is today — working with clients ranging from National Geographic and The History Channel to Nike and Coca-Cola. Glimpse more of his work at [www.khalidmohtaseb.com](http://www.khalidmohtaseb.com)

Joshua Kang is a director based in Los Angeles. He graduated from University of Illinois at Urbana-Champaign and continued a Masters in film at Art Center College of Design, with a focus in directing and cinematography. Through collaboration and experimentation, Joshua is constantly developing his eye for minimal elegance and searching for new ways to communicate his unique perspective of life and love.

The “Live in Your Moment” series was produced by Vimeo and Hudson Rouge on behalf of The Lincoln Motor Company.

**About Vimeo**

Vimeo® is the high-quality video platform for creators and their audiences. Vimeo’s mission is to empower and inspire people around the world to create, share, and discover videos. Vimeo enables creators to sell original films and series worldwide through Vimeo On Demand, its open self-distribution platform. Vimeo has more than 30 million registered members and reaches a global monthly audience of over 170 million people. Founded in 2004 and based in New York City, Vimeo, LLC is an operating business of IAC (NASDAQ: IACI).

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