

The 23rd Annual Martha's Vineyard African American Film Festival to Close with Live Recording of Higher Ground's Podcast, *IMO with Michelle Obama and Craig Robinson*, on August 9th

Michelle Obama and Her Brother, Craig Robinson, To Appear Live On Stage with Special Guest Teyana Taylor at the Performing Arts Center

FOR IMMEDIATE RELEASE

Martha's Vineyard, MA – July 21, 2025 - The 23rd Annual Martha's Vineyard African American Film Festival (MVAAFF) is pleased to announce that the closing night of this year's festival will feature a live recording of Higher Ground's hit podcast, *IMO with Michelle Obama and Craig Robinson*. The event will feature Michelle Obama and her brother, Craig Robinson, in person on Saturday, August 9 at 4:00 PM.

This dynamic conversation will take place in front of a live audience with actress, singer-songwriter, producer, director, choreographer and stylist Teyana Taylor joining the hosts for an unforgettable dialogue on culture, creativity, and community.

"We're beyond honored to welcome back to our stage Michelle Obama and, for the first time, her brother Craig Robinson," said Floyd & Stephanie Rance, Founders of MVAAFF. "Their voices have inspired millions, and this intimate conversation will be a moment to remember. *IMO* is a podcast that continues to shape culture with unfiltered perspectives and powerful storytelling. The live taping also marks a major moment in the festival's ongoing tradition of spotlighting Black excellence across media and the arts, with this year's summer theme of JOY!"

Known for its candid conversations and real-life guidance, *IMO with Michelle Obama and Craig Robinson* pushes the boundaries of thoughtful discourse with humor, heart, and honesty. The upcoming MVAAFF live edition promises to be no exception.

The 2025 MVAAFF is proudly sponsored by **ESPN 30 for 30**.

Our 2025 sponsors include A24, Absolut, Amazon MGM Studios, Audible, American Heart Association, Apple TV+, Aramis, An Estée Lauder Company, Bassett Vance Productions, Black Movie Association, College Board, Delta Air Lines®, Effie LIONS Foundation, ESPN 30 For 30, Everytown Community Safety Fund, From A2B Studios, FX, Google, L'Oreal Groupe, Library of Congress, Lincoln, McDonald's, McKinsey & Co, National Museum of African American History & Culture, Netflix, Roku, Starz, The Nature Conservancy, The Walt Disney Company, TV One, Tyler Perry Studios, UWG INC., W.K. Kellogg Foundation, Warner Bros. Discovery, Water Colors, When We All Vote, and Xfinity. Their generosity and partnership help make the festival a vibrant celebration of film, culture, and community, ensuring that this year's event is memorable for all who attend.

The Festival is located on the campus of the **Martha's Vineyard Performing Arts Center (MVPAC)** and the Vineyard Lounge (VL), 100 Edgartown Road, Oak Bluffs, MA 02557. For the full schedule and more information, visit [**www.mvaaff.com**](http://www.mvaaff.com).

About IMO with Michelle Obama and Craig Robinson

Produced by Higher Ground, on *IMO with Michelle Obama and Craig Robinson*, the former First Lady and her older brother give their opinions and candid perspectives to the everyday questions shaping our lives, relationships, and the world around us. Each week on *IMO*, Michelle Obama and Craig Robinson are joined by a special guest with lived experience to tackle audience questions with practical advice, relatable anecdotes, and plenty of laughs. From resilience in the face of life's challenges to navigating relationships, parenting, family, and faith, *IMO* sees the Michelle Obama at her most relaxed and honest.

About the Martha's Vineyard African American Film Festival

Founded in 2002, MVAAFF is an OSCAR®-qualifying festival in the short film category. Over nine days, MVAAFF provides a stage for independent and established African American filmmakers to screen, promote, and celebrate feature films, documentaries, and shorts from around the world. Founded by Floyd and Stephanie Rance, the festival creates a supportive environment for filmmakers and gives sponsors access to a sophisticated community of people of color.

About Run&Shoot Filmworks

Run&Shoot Filmworks, the team behind MVAAFF and the Color of Conversation Film Festival (COCFF), is known for producing standout visual content for clients like HBO, Martell Cognac, Reebok, NBC Sports, Hallmark Channel, and Footlocker. For over 20 years, Run&Shoot has championed spaces where filmmakers can share ideas and stories.

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Follow IMO with Michelle Obama and Craig Robinson:

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Assets/photos:

[Michelle Obama/Craig Robinson Photo](#)

[IMO with Michelle Obama and Craig Robinson key art](#)

MVAAFF

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