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## CANADIAN FILM CENTRE LAUNCHES NORTH-SOUTH MARKETPLACE TO SUPPORT CANADIAN TALENT

**Los Angeles, November 3, 2009** – The Canadian Film Centre (CFC) is pleased to announce the creation of the CFC North-South Marketplace to support, foster and build cross-border relationships for Canadian talent that will enhance a vibrant motion picture industry in Canada.

The CFC North-South Marketplace, supported by the Copyright Collective of Canada, will cultivate north-south relationships for the CFC's community of creative talent, its alumni and industry. The marketplace's goals are to broker creative and business exchanges and relationships between Canadian talent and industry professionals in the United States. The program will also provide incentives for Canadian artists to capitalize on their marketplace experiences by bringing home and sharing their expertise and success in the entertainment community and stimulating creativity and innovation in the production industry in Canada.

"The entertainment business is going through tumultuous change: New technology, new business models, and new audience behaviour. The 21<sup>st</sup> century realities force us to take a hard look at development, production, creation and distribution processes across all media," said Slawko Klymkiw, Executive Director, CFC. "It is precisely this need - the need to assess the ways in which we marry an evolving business environment with our dynamic CFC talent base - that has inspired the North-South Marketplace."

This ground-breaking program will offer Canadian talent the opportunity to access the U.S. marketplace through a number of initiatives, such as networking opportunities, project matchmaking and development assistance. The program will be guided by an advisory board of highly respected Canadian and American production and studio executives, who will lend their expertise to ensure these projects and ideas reach the largest audience possible while addressing the needs of the changing market. The board will monitor the demands of the marketplace on a regular basis and advance the progress of projects developed by the CFC's talent group.

As part of the CFC North-South Marketplace, an online contest called *The Reel Challenge: Make Your Own Movie* will launch in early December at [www.thereelchallenge.ca](http://www.thereelchallenge.ca). This competition will ask Canadian talent to submit a film spot that addresses the importance of content protection in a compelling way from a creator's perspective. The 1<sup>st</sup> place winner will receive a \$10,000 prize; 2<sup>nd</sup> and 3<sup>rd</sup> place winners will receive \$2,500.

"Contemporary artists face unprecedented opportunities, yet, at the same time, enormous challenges with respect to controlling the distribution, use and reproduction of their works," said Klymkiw. "*The Reel Challenge* will be an excellent opportunity for Canadian creators to take ownership of their creativity and promote their work."

## About CFC

CFC is Canada's largest institution for advanced training in film, television and new media. A charitable not-for-profit organization, CFC is committed to promoting and investing in Canada's diverse talent; providing exhibition, financial, and distribution opportunities for top creative content leaders from coast to coast. CFC makes a significant cultural and economic contribution to Canada by launching the country's most creative ideas and voices in film, television and new media to the world. For more information please visit: [cfccreates.com](http://cfccreates.com)

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