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CANADIAN FILM CENTRE ANNOUNCES WINNERS OF THE REEL CHALLENGE

TORONTO, June 7, 2010 –The Canadian Film Centre (CFC) today announced the winners of The REEL Challenge, a contest for aspiring filmmakers to produce a short compelling film about the importance of creators' rights and copyright protection for their work, from a creator's perspective.

The first prize winner was Denis Seguin, of Toronto, Ontario, for his short film titled, "IT'S MY RIGHT." Seguin's film featured Canadian artists and filmmakers, talking about their rights.

"I'm delighted to have had my film recognized by the Reel Challenge jury," said Seguin. "Copyright is not an abstract notion but a matter of survival for an artist. This is the message I wanted to convey through the faces and voices of the creators who appear in the film."

Cash prizes were awarded to the first, second and third place entries. Seguin received CDN\$10,000 for taking first prize in the contest. Second and third prizes, in the amount of CDN\$2,500, were awarded to Nick Kalish, of Vancouver, B.C., for his short film titled, "RESPECT THE C" and Spencer Maybee, of Toronto, Ontario for his short film titled, "RESPECT THE ORIGINAL."

"We are thrilled to have had such an overwhelming response to The REEL Challenge contest," said Slawko Klymkiw, Executive Director of the CFC. "It is a testament to the strong support in the creative communities for protecting content and creators' rights."

Viewers can watch all three winning entries at www.thereelchallenge.ca.

The contest ran from December 7, 2009 to April 26, 2010. All categories and genres of short films were accepted, including drama, comedy, animation, horror, sci-fi, documentary, experimental and music videos. More than 100 entries were received.

The jury included: Vincenzo Natali, Director (*Splice*, *Cube*), Screenwriter and Executive Producer; Stephen Stohn, President of Epitome Pictures Inc. and Executive Producer of the teen television drama series *Degrassi: The Next Generation*; Eileen Arandiga, Festival Director of the CFC Worldwide Short Film Festival; Wendy Noss, Executive Director of the Canadian Motion Picture Distributors Association; and Bob Pisano, President and Interim Chief Executive Officer of the Motion Picture Association of America.

The Reel Challenge Contest is an initiative of the Canadian Film Centre, supported by the Copyright Collective of Canada.

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: www.cfccreates.com

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