



The Actors' Fund of Canada
The lifeline for Canada's entertainment industry

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2008 Canadian TV Charity Challenge

About the Event:

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Beginning in Spring 2008 cast, crew and producers of TV series shooting in Canada will challenge each other to raise money for a cause that benefits the entire film & television community: **The Actors' Fund of Canada**. Building on the success of "The Eleventh Hour Challenge" and the "Wonderland Challenge" of previous years, the 2008 Canadian TV Charity Challenge will pit productions against each other in a good-natured rivalry to raise money through auctions, karaoke nights, pool tournaments and many other fun activities, each vying for bragging rights as the production that can have the most fun while raising the most money for the Actors' Fund.

Although it **is** a competition, everyone wins with the Charity Challenge. The greater the competition, the more money is raised to help provide emergency financial aid to entertainment industry members who have fallen on hard times and need a chance to bounce back from adversity.

How to Participate:

It's easy: When your production has decided to get involved, just contact the Actors' Fund office (Toll-free: 1-877-399-8392/e-mail: contact@actorsfund.ca) and let them know you're in. The Actors' Fund will help to find your show a worthy opponent, issue your challenge to another production and help to keep the competition fun and exciting by sharing fundraising ideas and providing play-by-play results as the contest progresses. Producers and production offices can join in the fundraising events or match the dollars raised by cast and crew as the Actors' Fund is for **all** entertainment industry members whether they work on camera or behind the scenes.

About the Actors' Fund of Canada:

Proceeds from the Charity Challenge benefit the Actors' Fund of Canada. Celebrating its 50th anniversary in 2008, the Actors' Fund is the lifeline for Canada's entertainment industry. The Fund provides vital aid to workers in film & TV, theatre, music and dance to help with their recovery from an illness, injury or other circumstances causing severe financial hardship.

Performers, creators, technical staff and other production team members can benefit from the Fund, which has paid out over \$3.5 million in rent payments, grocery money, utility payments and other basic living expenses in the last 10 years.

Charitable Registration number: 118777457RR0001.

For Charity Challenge results and updates, visit
www.actorsfund.ca/charitychallenge/