

**For Immediate Distribution:**

## **Gerry Barr appointed CEO of the Directors Guild of Canada**

Toronto, March 16, 2011 - The Directors Guild of Canada (DGC) has appointed its new National Executive Director and Chief Executive Officer, Gerry Barr, C.M., B.A. He will assume the post in August 2011.

“We’re thrilled to have somebody of Gerry’s stature and integrity take the helm of the Directors Guild of Canada,” says Sturla Gunnarsson, DGC National President. “His commitment to organized labour and values-based advocacy, and his impressive Ottawa track record are a perfect fit for the DGC.”

Born in Montreal, and raised in both Quebec and Ontario, Gerry Barr’s wide-ranging career has included labour organization and negotiations for the Steelworkers’ Union as well as the creation of its Steelworkers Humanity Fund (1985-2000).

Since 2000, Gerry Barr has been the President-CEO of the Canadian Council for International Cooperation (CCIC), a coalition of approximately 100 not-for-profit organizations working on international development co-operation and humanitarian response. He is the Founding Co-Chair of the Make Poverty History Campaign (Canada), and the International Civil Liberties Monitoring Group, and played a significant role in mobilizing support for Bill C293, new Canadian legislation that focuses Canada’s aid spending to ensure it is actually used to reduce poverty.

“Gerry will bring a world of national and international experience to championing the creative, moral and economic rights of our membership, and a fresh perspective to our rapidly changing industry,” adds Gunnarsson.

““I am delighted and honoured to accept this DGC appointment,” says Gerry Barr. “And I am excited to face the many challenges before the DGC especially at this pivotal point in the industry’s future. DGC has a new strategic plan that puts DGC at the creative heart of the industry and that aims to champion the rights of its members. DGC members can be sure that I will work diligently to promote their interests and the healthy growth of the industry as a whole and to ensure a collective cultural voice is heard.”

Gerry Barr is a Member of the Order of Canada. In 2008 he received the World Peace Award of the World Federalist Movement in Canada for his exemplary contributions to international development cooperation and world peace. He was awarded the Pearson Peace Medal (1996) for his personal contribution to aid to the developing world, mediation in conflict, and peaceful change through international cooperation.

**The Directors Guild of Canada** (DGC) is a national labour organization that represents over 3,800 key creative and logistical personnel in the film and television industry covering all areas of direction, design, production and editing. The DGC negotiates and administers collective agreements and lobbies extensively on issues of concern for members including Canadian content conditions, CRTC regulations and ensuring that funding is maintained for Canadian film and television programming.

For more information contact:

**Suzan Ayscough**

**Ayscough Communications**

Mobile: (416) 996-1185

[suzan.ayscough@gmail.com](mailto:suzan.ayscough@gmail.com)