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FOR IMMEDIATE RELEASE

REEL CANADA Rolls Out The Red Carpet

New Canadian Film Festival Debuts In Toronto Secondary Schools

TORONTO – This October, a bold new initiative will begin introducing Canadian high school students to the world of Canadian film.

Created by a committee of passionate filmmakers and dedicated educators, REEL CANADA is designed to foster greater awareness and pride in Canadian films by bringing them directly into high school auditoriums. The program has won the support of internationally acclaimed directors Atom Egoyan, Norman Jewison and David Cronenberg plus many other prominent members of the Canadian film industry.

“Our filmmakers face enormous challenges in reaching audiences because of our closeness to the United States and Hollywood. REEL CANADA is an important initiative for the Canadian film community and for Canadian culture as a whole,” said Academy Award nominee Atom Egoyan. “It’s surprising that we didn’t start bringing our films to high schools years ago.”

A traveling film festival, REEL CANADA will move from one school to another over a two-week period. Students at each school choose their own unique program of six films from a curated selection of feature films, documentaries, animated programs and shorts. On Screening Day, REEL CANADA replicates the excitement of a film festival atmosphere at the school, transforming three spaces into screening venues. Special guest speakers such as actors, directors and other prominent personalities will present the films and answer questions after each screening.

The pilot project takes place throughout October 2005 and will engage more than 3,000 students in six Toronto high schools (schools and dates below). With founding support from Telefilm Canada, CBC Television and the Directors Guild of Canada, plans are already being discussed to build the program into a nationwide initiative.

“The REEL CANADA project is one of the most encouraging things we’ve ever worked on,” said founding Steering Committee member Jack Blum. “It’s amazing to discover how hungry the teachers and students are to learn about Canadian film. The way almost every sector of the industry has come together to support the project has been incredibly heartening.”

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Participating students have already chosen the films they want to see from a total of 27 possible selections. The top five films selected by students are: Meatballs, Project Grizzly, Khaled, New Waterford Girl and the Animation Programme, a collection of animated short films.

REEL CANADA was founded by filmmakers Jack Blum and Sharon Corder, and producer Anna Stratton, who were joined by programmer Ben Murray, educators Louise Azzarello and Marvin Karon, and Doug Dales, president of PS Production Services.

It is endorsed and supported by an Advisory Committee that includes Canada's most prominent filmmakers and producers: Deborah Bernstein, David Booth, David Cronenberg, Atom Egoyan, Bryan Gliserman, Norman Jewison, Robert Lantos, Gabriella Martinelli, Deepah Mehta, Charlotte Mickie, Gordon Pinsent and Veronica Tennant. Toronto Mayor David Miller is Honorary Patron.

Sponsors/patrons include: Telefilm Canada, Province of Ontario, Directors Guild of Canada/Ontario, CBC Television, Writers Guild of Canada, ACTRA Toronto/ ACTRA National, Astral Media/The Harold Greenberg Fund and the City of Toronto.

The schedule for the 2005 Inaugural edition of REEL CANADA is:

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| Wexford Collegiate | Wednesday, October 12, 2005 |
| HumberSide Collegiate | Friday, October 14, 2005 |
| Northview Heights | Wednesday, October 19, 2005 |
| Northern Secondary | Friday, October 21, 2005 |
| Earl Haig Secondary | Thursday, October 27, 2005 |
| Marc Garneau Collegiate | Friday, October 28, 2005 |

**** There will be a Media Day at Marc Garneau Collegiate
on Friday, October 28, 2005.
Further details will be communicated shortly. ****

For more information on REEL CANADA, please visit www.reelcanada.com

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