

Welcome to REEL Canada: Our Films in Our Schools

A new national initiative designed to bring Canadian films into Canadian classrooms, **REEL Canada** is a traveling film festival - a day-long special event that moves from one school to another with a curated program of feature films, documentaries, animated programs and shorts. Special guest speakers such as actors, directors, and other prominent personalities will present the films and take part in panels and workshops. Participating schools will receive detailed materials designed to engage students in the festival experience beforehand and to integrate it into their studies afterwards.

An initiative of members of the film and television industry in Toronto, **REEL Canada** is endorsed and supported by an Advisory Committee that includes some of our most prominent filmmakers and producers; **Atom Egoyan, David Cronenberg, Norman Jewison, Robert Lantos, Gabriella Martinelli, Gordon Pinsent and Veronica Tennant** have all put their personal endorsement on this vital project. It has financial support and/or sponsorship from all three levels of government and all major professional guilds (directors, writers, actors & producers) and **Mayor David Miller** is an active patron.

The pilot project will take place during the month of **October 2005** in six Toronto high schools. Within five years, **it is our goal to create a national annual event, which will have a presence in high schools from coast to coast.**

With this initiative we will address a very serious crisis in our cultural life in Canada: at a time when screen-based media is at its peak of influence, production and consumption of Canadian screen-based media is at an all-time-low. In the end, as our program grows into new markets across the country in future years, we believe we can not only increase audiences for our films, but also build a stronger foundation for future filmmakers, and help move our education system another step forward into the modern currency of screen based media. **By telling Canadian audiences Canadian stories – we can build a stronger and prouder Canada.**