



WIFT-T announces BANFF Mentorship Award Program and Call for Applications

(TORONTO – Tuesday, April 26, 2006)– Women in Film and Television – Toronto (WIFT-T) is pleased to announce a Call for Applications for the fourth annual **WIFT-T BANFF Mentorship Award** presented in association with the Banff World Television Festival.

This national competitive program gives one talented Canadian female or male producer, of a visible minority or Aboriginal group, the invaluable opportunity to prepare for attending the 2006 Banff World Television Festival through an intensive three-month Market Mentorship and Festival Bursary. The BANFF experience is comprehensive, allowing the award winner to take full advantage of the business and creative opportunities available at this world-class festival.

The **2006 WIFT-T BANFF Mentorship Award** will include:

- One-on-one coaching with top industry executives to develop a market-driven project and pitch
- Complimentary Festival registration
- \$500 voucher towards airfare
- Festival pitch meetings and on-site support
- Guidance for post-Festival follow-up
- Complimentary Festival programming pass
- Complimentary registration to WIFT-T's *Getting Ready for BANFF* program

“We are very excited to again be offering this unique program to help develop a promising producer. The marketing skills acquired through the mentorship are essential to becoming a top-notch media entrepreneur,” said Sue Sheridan, Acting Managing Director of WIFT-T. “We look forward to another successful year with the Banff World Television Festival.”

The WIFT-T BANFF Mentorship Award program is a national initiative open to emerging Canadian producers of a visible minority or Aboriginal group working in television drama, documentary, or lifestyle. The **Deadline for Applications is Thursday, May 18, 2006, 12:00 noon EST**. Eligibility criteria, full guidelines and application

forms are available from the WIFT-T website at www.wift.com. Applications will be reviewed by a selection committee composed of industry representatives with final decisions announced later in May.

Women in Film and Television – Toronto (WIFT-T) is a leading internationally affiliated professional organization that recognizes, trains and advances women in screen-based media. WIFT-T offers a year-round slate of skills development, networking events and industry awards, providing the tools to succeed in Canada's global entertainment industry. In operation for 20 years, WIFT-T serves more than 3,000 women and men in Canadian screen-based media, connecting them to close to 10,000 leading film, television, and new media professionals worldwide.

The Banff World Television Festival is owned by the Banff Television Festival Foundation and is produced by Achilles Media Ltd. in conjunction with the Foundation's Board of Directors and Board of Governors. The Foundation's Board of Governors is international in scope and represents the crème de la crème of producers and broadcasters. Achilles Media is a management organization for some of the world's leading television and new media industry events including the Banff World Television Festival, the World Congress of History Producers and nextMEDIA – The Future of Digital Content.

For more information, please contact:

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