



WIFT-T Announces New CBC Canadian Reflections Award and Call for Applications

Toronto , October 17, 2005 - Kate Hanley, President of Women in Film and Television - Toronto (WIFT-T), in partnership with CBC Television, is pleased to announce a call for applications for the new CBC Canadian Reflections Award.

This exciting national competitive award will give one emerging Canadian female filmmaker the invaluable opportunity to receive creative support from CBC Television. The winner will receive a \$7500 cash award which will go towards production costs of a program of up to 30 minutes in length, as well as invaluable consultation with a CBC drama executive. The winner will be announced at the 2005 Crystal Awards Gala Luncheon held on December 5, 2005 at the Fairmont Royal York.

"The CBC is committed to fostering new talent and supporting women in the industry," comments Deborah Bernstein, Executive Director, English Television, A&E. "This new award will recognize and develop new Canadian talent while helping increase diversity on our screens. We are pleased to again be working with WIFT-T on this initiative."

Wendy MacKeigan, Chair of the WIFT-T Board of Directors, "applauds the CBC for taking the lead on this important Award and for nurturing filmmaker talent. This kind of focused work is critical to capacity building and diversity in our industry."

The CBC Canadian Reflections Award competition is a national initiative and open to emerging Canadian female filmmakers. **The deadline for applications is 12:00 noon, November 14, 2005.** Eligibility criteria, full guidelines and application forms are available from the WIFT-T website. Applications will be reviewed by a selection committee composed of industry representatives.

Women in Film and Television - Toronto is a leading internationally affiliated industry organisation that recognises, trains and advances women in screen-based media. WIFT -T offers a year-round slate of skills development, networking and industry awards, providing the tools to succeed in Canada 's global entertainment industry. In operation for 20 years, WIFT -T serves over 3000 women and men in Canadian screen-based media, connoting them to close to 10,000 leading film, television and new media professionals world-wide.

CBC Television is Canada's national public television broadcaster, providing Canadians with news and current affairs programming, comedy, drama, performance and arts programs, sports, children's programs and high-impact specials that speak to the unique experiences of our nation and its people.



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