



REEL CANADA Welcomes Encore+ as a National Canadian Film Day Partner

Encore+ makes it easy to enjoy a great Canadian film at home on NCFD

TORONTO — April 10, 2018 — [REEL CANADA](#) and Encore+ are delighted to announce a partnership in support of the fifth annual [National Canadian Film Day](#) (NCFD).

On April 18th, we want all Canadians to watch a homegrown film however they can. Encore+, a YouTube channel featuring iconic Canadian films and television shows, has made it easy to join the party without leaving your couch! Grab a bowl of popcorn, invite your friends over, and celebrate NCFD in the comfort of your own home, thanks to the great programming on Encore+.

If you've ever wished that you could relive your favourite childhood moments watching *Mr. Dressup*, *The Littlest Hobo* or the original *Degrassi*, Encore+, is for you. Chock full of great Canadian films, documentaries and television shows, it's the perfect destination for any Canadian who wishes to participate in NCFD from home.

Encore+ allows Canadian and worldwide audiences to discover, or rediscover, memorable Canadian content. These videos are free to stream and range from feature films to children's shows – it's all there. As of today, more than 17,000 YouTube users have subscribed to the channel and have viewed videos nearly 2.3M times. Encore+ exists with support from the Canada Media Fund, [Google Canada](#), [Bell Media](#), [BroadbandTV](#), and [Deluxe Toronto](#). [Telefilm Canada](#) is also a key partner in this endeavour, providing financial and promotional support. Visit Encore+ at youtube.com/EncorePlusMedia.

Explore the full spectrum of programming on Encore+; it's a great starting point on your journey of Canadian film discovery. You're sure to find something to watch on April 18th.

About REEL CANADA

[REEL CANADA](#) is a non-profit, charitable organization that promotes the diversity of Canadian film and its power to spark important conversations about our nation and what it means to be Canadian. Through our three core programmes — *Our Films in Our Schools*, *Welcome to Canada* and *National Canadian Film Day (NCFD)* — REEL CANADA has reached hundreds of thousands of high school students, new Canadians, and general audience members. The 2017 edition of National Canadian Film Day, in honour of the nation's sesquicentennial, was the World's Largest Film Festival Ever, with more than 1,800 screenings of Canadian films across the country and around the world. Through its programmes, REEL CANADA increases audiences for our films, encourages dialogue and provides an opportunity to enjoy our great nation through the wonderful stories we tell.

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To schedule interviews with Jack Blum (REEL CANADA Executive Director) or Sharon Corder (REEL CANADA Artistic Director), please contact Katarina Gligorijevic: kat@reelcanada.ca

THANKS TO OUR FRIENDS AND SUPPORTERS

