



## MEDIA ADVISORY

### Canadian film talent fans out across the country to celebrate *National Canadian Film Day 150*

*With more than 1,700 screenings scheduled for April 19, Canada's leading directors, producers and actors will come together to support this quintessentially Canadian cause*

TORONTO, ON (April 18, 2017) - [National Canadian Film Day 150 \(NCFD 150\)](#) has almost arrived, and Canada's top film talent will be taking over cities across the country, big and small, to take part in this unprecedented celebration of Canadian film. From award-winning directors, like Atom Egoyan, Deepa Mehta and Don McKellar, stand-out producers including Robert Lantos and David Hamilton and beloved actors including Bruce Greenwood, Colm Feore and Liane Balaban, the list of accomplished NCFD 150 participants goes on.

Presented by [REEL CANADA](#), a not-for-profit organization that promotes the power and diversity of Canadian film, the one-day event promises to be the world's largest film festival - ever, and an opportunity for all Canadians to unite through the film of our nation. As Canada hits a major milestone, now is the time to reflect on what it means to be Canadian. Through NCFD 150 audiences of all ages will have the opportunity to see Canadian values and stories onscreen in ways that films from elsewhere are simply unable to portray.

"I am delighted that REEL CANADA's National Canadian Film Day 150 showcases our rich cultural heritage in celebration of Canada 150," said the Honourable Mélanie Joly, Minister of Canadian Heritage. "I invite all Canadians to discover the cinematic work of our country's talented artists. Enjoy the films!"

**WHAT:** *National Canadian Film Day 150 (NCFD 150)*, the world's largest film festival ever, with [more than 1,700 screenings across the country and around the world](#). Through screenings, broadcast scheduling and online streaming, every Canadian can participate.

**WHY:** NCFD 150 has been identified by both the Government of Canada and the Government of Ontario as an official Signature Project of Canada's 150<sup>th</sup> anniversary of Confederation. Both governments have pledged major funding to the cross-country event, allowing NCFD 150 to be the most accessible celebration of Canadian film our country has seen.

**WHO:** Jack Blum, executive director, REEL CANADA  
Sharon Corder, artistic director, REEL CANADA  
Canadian film industry veterans

**WHEN:** Wednesday, April 19

**WHERE:** In person: <https://canadianfilmday.ca/see-a-film/events-listing/>  
 On TV: <https://canadianfilmday.ca/see-a-film/broadcast-schedule/>  
 Online: <https://canadianfilmday.ca/see-a-film/online-access/>

To find out what talent will be appearing near you and to make interview requests please contact:

**Media contact:**  
 Cara McCutcheon  
 REEL CANADA  
 416-557-2139  
[cara@reelcanada.ca](mailto:cara@reelcanada.ca)

Caitie Wallman  
 Media Profile  
 416-342-1823  
[caitie.wallman@mediaprofile.com](mailto:caitie.wallman@mediaprofile.com)

Pascale Gordon  
 Media Profile  
 416-342-1814  
[pascale.gordon@mediaprofile.com](mailto:pascale.gordon@mediaprofile.com)

