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#### SAVE THE DATE!

**NATIONAL CANADIAN FILM DAY 151 IS ON APRIL 18, 2018**

***REEL CANADA encourages all Canadians to carry on the legacy of the World's Largest Film Festival - Ever***

TORONTO December 12, 2017 – REEL CANADA is thrilled to announce that the party isn't over! National Canadian Film Day 151 (NCFD 151) will take place on April 18, 2018.

As the sesquicentennial year draws to a close, REEL CANADA is reflecting on the incredible success of **NCFD 150** – more than 1,800 screenings across Canada and around the world, attended by an estimated 172,000 Canadians with another million watching on air or online.

“Really this is a classic case of ‘back by popular demand’,” said Jack Blum, executive director, REEL CANADA. “Canadians had a blast last April and they want to watch more Canadian film,” said Sharon Corder, artistic director, REEL CANADA.

For NCFD 151, we are returning to our do-it-yourself roots and encouraging and empowering Canadians to carry on the legacy of NCFD 150 on their own. Whatever the year, we know that NCFD still has the power to unite our nation through film.

NCFD 151 will focus on many exciting opportunities online and through our broadcast partners, with several high-profile events across the country. We are also pleased to announce the return of [Rctv](#), our interactive webcast for high school students. Early bird registration deadline is December 15. In 2017, 160 schools and over 15,000 students participated in Rctv.

For more information about NCFD 151, please check [canfilmday.ca](#) early in the new year for exciting updates and more detailed information about our plans.



### About REEL CANADA

REEL CANADA is a non-profit, charitable organization that celebrates Canada through film. Canadian films are the stories we tell about ourselves they open the door to so many conversations about place, nation, identity and what it means to be Canadian. REEL CANADA promotes the power and diversity of Canadian film and encourages this ongoing conversation through three core programmes: *Our Films in Our Schools*, *Welcome to Canada* and *National Canadian Film Day* (NCFD). 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. REEL CANADA has presented over 2,000 festivals of Canadian films, reaching more than 900,000 high school students and new Canadians across the country since 2005. Through these programmes, REEL CANADA increases audiences for our films, encourages dialogue and, most crucially, provides an opportunity to enjoy our great nation through the wonderful stories we tell. By celebrating Canadian cinematic storytelling, we can build a stronger and prouder Canada.

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