



**Back by Popular Demand: National Canadian Film Day Returns
on April 18, 2018, to Once Again Unite the Nation Through Film**

TORONTO — March 6, 2018 — Due to overwhelming demand from communities across the country, and with the generous support of [our lead sponsors](#), REEL CANADA will present the fifth annual [National Canadian Film Day](#) (NCFD) on Wednesday, April 18, 2018.

NCFD celebrates Canada and the achievements of our cinematic storytellers because, frankly, we think the films are great, and it's clear that Canadians agree. Last year's sesquicentennial edition was the World's Largest Film Festival (Ever) and hundreds of screening partners are returning to keep the NCFD party going.

[Watch our promo spot](#) for this year's NCFD. We think it will surprise you.

This year's programming spotlight is on the accomplishments of women in Canadian film. Screening partners are encouraged to choose films from the curated [2018 Spotlight Films](#), a broad selection of female-led films that represents some of Canada's finest work and reflects our regional, linguistic, and cultural diversity.

We're expecting to present over 500 NCFD screenings across Canada, and many accomplished women have signed on to participate, including Mina Shum, Anne Wheeler, Mary Young Leckie, Ashley McKenzie, Liane Balaban, Ingrid Veninger, and others. Signature screenings, additional programming and special guests will be announced in coming weeks, so stay tuned. You can also celebrate NCFD from the comfort of your own home, as [major broadcast partners](#) will be returning to screen Canadian features on April 18.

We are delighted to be partnering once again with CBC, who will co-produce [Rctv](#), our interactive webcast that will be watched by thousands of high school students across the country. CBC and the [CBC Breaking Barriers Film Fund](#) will also host a special evening screening for new Canadians. Both events will take place in the CBC Atrium in downtown Toronto on NCFD.

Visit canadianfilmday.ca for more information leading up to April 18. You can also find us on Twitter, Facebook, and Instagram: @REELCANADA, @CanFilmDay, and #CanFilmDay.

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