

# QUÉBEC CINÉMA

Press Release  
For immediate distribution

## **NATIONAL CANADIAN FILM DAY 150 SPOTLIGHTS FRANCOPHONE FILMS**

On April 19, REEL CANADA and Québec Cinéma join forces  
to celebrate our cinema across the country!

**Montréal, March 15, 2017 – National Canadian Film Day 150 (NCFD 150)**, presented by **REEL CANADA**, is a massive one-day celebration of Canadian cinema in honour of our nation's sesquicentennial. This year, the event is larger than ever due to major support from Canadian Heritage as well as a partnership between **REEL CANADA** and **Québec Cinéma**. This partnership makes the most of both parties' expertise to achieve unprecedented nationwide reach. **Québec Cinéma's** participation in the development of the Francophone section has not only enriched this fabulous event, but also ignited Francophone communities across Canada.

A Signature Project of Canada 150 celebrations, **NCFD 150** includes some 1,500 screenings as well as countless broadcast and online offerings that showcase Canadian filmmakers and their work. On April 19, **NCFD 150** will shine a spotlight on what promises to be the **world's largest film festival ... ever!**

The Francophone section will be enthusiastically represented by the event's spokesperson **Sophie Nélisse** (*Monsieur Lazhar*, *La Voleuse de livres*, *Les Parents*), the talented young actress whose skill is highly appreciated within and beyond our borders.

This event would be impossible without the cooperation and generosity of a record number of partners in each province and territory. This project was made possible in part by the Government of Canada.

"Thanks to the Fondation Québec Cinéma, the contribution of film industry artisans will be showcased across the country," said the Honourable Mélanie Joly, Minister of Canadian Heritage. "The 150<sup>th</sup> anniversary of Confederation is the perfect moment to celebrate our rich cultural heritage, which reflects our diversity. Our government is proud to be associated with this project, which is part of the program of **National Canadian Film Day 150**, organized by **REEL CANADA**. What a wonderful opportunity to discover the best that Francophone cinema has to offer!"

**“National Canadian Film Day 150** is an unprecedented celebration of our national cinema,” said Jack Blum, Executive Director of **REEL CANADA**. “The fact that Quebec, which has always led the way in filmmaking in Canada, is joining in the celebration is equally unprecedented. It’s a great honour for **REEL CANADA** to have **Quebec Cinema** as a partner and we salute the leadership of Ségolène Roederer and Patrick Roy for making it possible.”

“On the eve of the Canada 150 celebrations, **Québec Cinéma** is very proud to be directly involved in this major event, unique in its national reach. We want nothing less than to provide communities everywhere in Canada access to Francophone films,” added Ségolène Roederer, Executive Director of **Québec Cinéma**. “Through our cinema, we tell our stories, create our cultural landscape, and define our identities. **Québec Cinéma**’s mission is not only to contribute to spreading the word about Quebec films, but also to reach Francophone and Francophile audiences by facilitating access to these films.”

### **IN QUEBEC, IN CANADA AND ELSEWHERE IN THE WORLD**

The organizers of **NCFD 150** have created a national celebration designed to showcase the broadest possible range of Canadian cinematic achievement, from the work of world-renowned masters like Denys Arcand, Jean-Marc Vallée, Alanis Obamasawin, David Cronenberg, Atom Egoyan to the classics of the National Film Board, to family and genre films.

Efforts to ensure that every Canadian will have access to a great Canadian film on April 19 include more than 1,500 community and festival screenings, online offerings and broadcast programming.

French-language programming will include the following:

#### Tour of Francophone films in 70 Canadian cities

A carefully curated selection of films was developed by **Québec Cinéma** to represent Quebec (18 feature films), Franco-Canadian (6 feature films, 16 short films) and indigenous (27 short films) talent. All genres will be honoured including fiction, documentaries, art films and animation, and will enrich the already vast selection. To reach a larger Francophone and Francophile audience, more than 100 activities in 70 cities will be presented by **Québec Cinéma** across Quebec and Canada, thanks to the collaboration of more than 100 partners.

#### School program

Some 30 secondary schools will present the film *Paul à Québec*, by François Bouvier which will be followed by a webcast of a discussion with some of the filmmakers. This section is presented in collaboration with **CinÉcole**.

#### Libraries

Libraries in Quebec added special projections of Canadian films such as *La grande séduction*, *Gabrielle*, *Incendies*, *Maïna*, *La Guerre des tuques*, *L’affaire Brunswick*, *Bon Cop Bad Cop* and *Guibord s’en va-t-en guerre* to their calendar of events.

### Television

Société Radio-Canada and Bell Média, the media partners in Quebec of **NCFD 150**, will also focus on special programming featuring major Canadian film titles.

Francine Allaire, Senior Director, Cultural Strategy at Télévision de Radio-Canada affirms, “As a key partner of our local film industry, Radio Canada is proud to participate in this day to honour our national cinema. Chloé Robichaud’s beautiful film *Sarah préfère la course*, an international award winner, will be broadcast on our network, from one ocean to the other. What’s more, all of our stations across the country, whether radio, television or digital, will support the activities of this day of celebration so that the highest number of citizens possible have access to the films and their creators.”

Media partner, Bell Média will offer Quebec film titles on its Cinépop and Super Écran services.

### International section

A partnership with Canadian embassies will ensure Canadian film fans elsewhere in the world will also have the privilege of participating in **NCFD 150**. *Paul à Québec* by François Bouvier will open the Festival du film francophone in Vienna, Austria, <http://www.fffwien.at/f/index.html>; *La Grande Séduction* by Jean-François Pouliot will be presented in the Republic of Congo, while *Maurice Richard (The Rocket)* by Charles Binamé will be screened in Kazakhstan.

Organizations wishing to join in the various activities and special screenings of **NCFD 150** can find out more information at [canfilmday.ca](http://canfilmday.ca).

Find **NCFD 150** on Twitter, Instagram and Facebook at @CanFilmDay for exclusive content and updates! The official hashtag is: #CanFilmDay

**Québec Cinéma** would like to extend heartfelt thanks to its partners and collaborators Radio-Canada, TV5-UNIS TV, Télé-Québec, La Fabrique culturelle, MELS, l’ONF, Wapikoni, Les Films Séville, Les Films Criterion, Fun Films, K-Films Amérique, Winnipeg Film Group, La Distributrice de films, Attraction Distribution, Bellefeuille Production, Les productions ISCA, MC2 Communication Média, as well as the Cinémathèque québécoise, our public and government partners, the SAIC (Secrétariat aux affaires intergouvernementales canadiennes), the Department of Canadian Heritage as well as all the regional broadcasters.

### **About REEL CANADA**

**REEL CANADA** is a non-profit 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 150*. Through these programs, 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.

### **About Québec Cinéma**

The mission of **Québec Cinéma** is to promote **Quebec films**, their **artists, artisans** and **professionals** and to contribute to the development of our national cinematography. Access to productions, education and raising awareness are central to the organization's efforts that reach more than a million and a half people in Quebec and elsewhere in the world. Québec Cinéma produces three of the major showcases of Quebec film, the **Rendez-vous du cinéma québécois**, the **Gala Québec Cinéma** as well as the **Tournée du cinéma québécois** and offers a wealth of educational programming.

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