

FILMMAKERS WIN BIG BY SHOWING WHY 'MOVIES MATTER'

'The REEL Challenge' Emphasizes the Big Picture of the Film Industry in Canada

Ottawa, February 21, 2014 – Today, the Canadian Film Centre (CFC) announced the winners of the fifth edition of **The REEL Challenge Contest**. This year's theme, **Movies Matter – The Big Picture**, was an opportunity for filmmakers to produce a compelling short film that showcases the important contribution of the film and television production industry to Canada's economy (\$5.8 billion in 2012) and the over 127,000 Canadians who play an integral part in taking a movie or television show from a simple idea to your living room or local theatre.

David Zitzerman, a member of the CFC Board, announced the contest winners at the Canadian Media Production Association's (CMPA) Prime Time in Ottawa conference.

The first place winner was Christian Macklam, of Vancouver, BC. Macklam will receive \$10,000 for his original short *THE DATE*, a work that humorously illustrates the bigger picture of filmmaking. "As a filmmaker in Canada I feel a strong sense of community. It's no secret that movies are a collaborative experience. With our film I wanted to highlight the importance of that, not only to production, but to the economy of the entire industry." Macklam said.

Second place winner Paul Leli of Toronto, ON will receive a \$5,000 prize for his short film *THE DREAM*, an impressive Claymation piece that shows us why movies matter, seen through the eyes of a young boy.

"The number of high quality submissions received for The REEL Challenge Contest this year is clearly a testament to the growing awareness of the importance of the film and television industry's creativity and contribution to economic prosperity in this country," said Slawko Klymkiw, Executive Director, CFC. "Initiatives like The REEL Challenge are important because they highlight the sheer volume of people working to make movies happen. There are jobs beyond the director and the star that often go unnoticed. Without all the individuals involved, our economy would not be as vibrant as it is today."

Viewers can watch both winning entries at www.thereelchallenge.ca.

The contest ran from November 14, 2013 to January 26, 2014. All categories and genres of short films were accepted, including drama, comedy, animation, horror, sci-fi, documentary, experimental and music videos.

The REEL Challenge Contest is an initiative of the Canadian Film Centre, supported by the Copyright Collective of Canada.

About CFC

Celebrating 25 years, CFC accelerates the careers of the brightest talent in film, television, screen acting, music, and digital media. A charitable organization, CFC is committed to promoting and investing in Canada's diverse talent; providing exhibition, financial, and distribution opportunities, and fostering industry collaborations and creative partnerships. CFC makes a significant cultural and economic contribution to Canada by launching the country's most creative ideas and voices to the world.

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