



For immediate release

**CANADIAN FILMMAKERS FESTIVAL ANNOUNCES PRODUCERS PANEL DISCUSSION
AND NEW MERIDIAN ARTISTS SPONSORED MENTORSHIP PROGRAM**

Panel Discussion: Producers on Producing: Getting It Done – Saturday, March 24, 2007

– FESTIVAL DATES – MARCH 22nd – 25th, 2007 –

TORONTO March 14, 2007 – The Canadian Filmmakers Festival, an event devoted entirely to the advancement, promotion, and celebration of Canadian film, is pleased to announce this year's industry panel discussion entitled: Producers on Producing: Getting It Done, which will explore how to get a movie made from start to finish.

Interactive Panel Discussion

The Producers on Producing: Getting It Done panel discussion will be comprised of influential and experienced industry professionals, including producer Nicholas Tabarrok (WEIRDSVILLE, RUN ROBOT RUN!, THE LIFE AND HARD TIMES OF GUY TERRIFICO); Lewin Webb and Jonathon Dueck of Peace Arch Motion Pictures (THE MAD, DEAD MARY); and Michael Sparaga, writer and producer of last year's CFF People's Pick for Best Flick award for his movie, SIDEKICK. Director/writer Warren P. Sonoda (HAM AND CHEESE, 5IVE GIRLS) will moderate the panel. The panel is in association with First Weekend Club, a non-profit organization that strives to build audiences for Canadian films through various grassroots initiatives (www.firstweekendclub.ca).

The panel discussion will take place on Saturday March 24th, 12pm – 2pm in the Wren Room at the Delta Chelsea (33 Gerrard Street West, Toronto). The panel is open to the public and admission is free. However, space is limited. To reserve a spot please email panel@canfilmfest.ca.

Meridian Artists Mentorship Program

The Festival is also pleased to introduce the first annual Meridian Artists Mentorship Program. Generously sponsored by Meridian Artists, an agency representing some of the most talented writers, directors and producers in Canada, the mentorship will be awarded to a screenwriter participating in the Festival. The winning screenwriter will gain an invaluable opportunity to have a one-on-one session with a representative from Meridian Artists to discuss their past, current, and future projects over dinner. Writers will get the chance to ask questions, receive feedback, discuss their career plan and find out what to expect in their search to find work as a writer. The chosen participant will be selected based on their one-page submission about why this opportunity would help them to further succeed as a screenwriter.

Festival Details

The Festival's opening night screening, THE MAD, will take place at Cineplex Odeon Varsity Cinemas (55 Bloor St. W - Manulife Centre, Toronto) at 8:00pm. Opening night tickets can be purchased for \$10 plus tax at the theatre. All other films will be shown at Cineplex Odeon Carlton Cinemas (20 Carlton St., Toronto). Single tickets for these screenings are \$9.00 plus tax. Tickets will be available at Cineplex Odeon Carlton Cinemas beginning March 19th, 2007. For the full screening schedule and further Festival details please visit: www.canfilmfest.ca.

The Canadian Filmmakers Festival presenting sponsor is Schweppes. Key Sponsors include: Cineplex Odeon, Delta Chelsea, GJP Advertising, MD Media Inc., 70 Main Street Inc., Meridian Artists, EYE WEEKLY, Playback, William F. White International Inc., Voodoo Highway, Orange Shorts, Buck Productions, Alpha Channel, Toronto.com, Notch, Soho, Screenplay.com, IFC. Contributing Sponsors include: Camerawork, Premiere Insurance Underwriting, Jones Brown

Inc., Steam Whistle, Videoscope, Post City Sound, Academy of Realist Art, Andy Pool Hall, and Autogrill. The Festival works in association with Film Circuit, a division of the Toronto International Film Festival Group, and First Weekend Club.

About The Canadian Filmmakers Festival

The Canadian Filmmakers Festival is devoted to the celebration, promotion and advancement of Canadian filmmaking talent. By exclusively featuring Canadian films, its goal is to provide filmmakers with valuable showcasing and networking opportunities and to offer the public homegrown productions to view and enjoy. Held annually in downtown Toronto theatre locations the Festival showcases short and feature films and also includes opening and closing galas, parties, panels and other meet-and-greet sessions. The Festival is presented by Schweppes and works in association with Film Circuit, a division of the Toronto International Film Festival. For more information please visit The Canadian Filmmakers Festival Web site at: www.canfilmfest.ca.

About Cadbury Beverages Canada Inc.

Based in the Toronto area, Cadbury Beverages Canada, Inc., is part of Cadbury Schweppes Americas Beverages (CSAB), a subsidiary division of London-based Cadbury Schweppes plc (NYSE: CSG, LSE: CBRY). CSAB is one of the largest producers of soft drinks and premium beverages in the Americas. In addition to Schweppes and Schweppes Infusion, the company's other major Canadian brands include Canada Dry, C Plus, Crush, Mott's, Mott's Clamato, Snapple and Hawaiian Punch. Cadbury Schweppes is a major global manufacturer, marketer and distributor of branded confectionery and beverage products in nearly 200 countries, with a history dating back more than 220 years.

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