



For Immediate Release

## CANADIAN FILMMAKERS FESTIVAL ANNOUNCES 2007 FILM PROGRAM

*Festival to showcase numerous premieres and award-winning films over four engaging days*

FESTIVAL DATES: March 22<sup>nd</sup> – 25<sup>th</sup>, 2007

(TORONTO, ONTARIO) - March 5<sup>th</sup>, 2007 - The Canadian Filmmakers Festival, an event devoted entirely to the celebration, promotion, and advancement of Canadian film, marks its fourth year with a premiere-packed, 100% Canadian film program.

Presented by Schweppes, the Festival will showcase a selection of Canadian features and short films, including 11 world premieres, 1 North American premiere, 4 Canadian premieres and 17 Toronto premieres. The Festival will also include a number of special events including panels and networking sessions and will screen 11 feature and 26 short films. Full information about this year's event, including the complete film schedule is available on the Festival's website: [www.canfilmfest.ca](http://www.canfilmfest.ca).

### 2007 Schedule Preview

This year's opening night film is **THE MAD**, directed by Johnny Kalangis (*Love is Work*). **THE MAD**, starring Billy Zane (*Titanic*), Maggie Castle (*Weirdsville*) and Shauna MacDonald (*Saint Ralph*), is a hilarious and original take on the zombie genre where the old adage "You are what you eat" takes on a whole new meaning.

The programming line-up also includes: **RUN ROBOT RUN!**, Daniel O'Connor's sci-fi comedy starring Chris Gibbs as Ken, a man who finds himself replaced by a robot and forced to like it. The film also stars Lara Kelly (*Degrassi: The Next Generation*), Peter Mooney (*Falcon Beach*), and Christian Potenza (*The Tournament*); **THE ROAD**, a world premiere documentary by Sean Buckley, follows Canadian boxer Syd Vanderpool as he fights his way to Ceasars Palace in Las Vegas for his shot at the Championship; and **MOST LIKELY TO**, Matt Austin's (*This is Wonderland*) feature film directorial debut about five friends whose friendship and morals are tested when a gruesome discovery is made at their party.

Other Festival screenings include director Peter Riddihough's film, **JUMP**, a heart-pounding look into the lives of Toronto basejumpers who throw themselves off of the city's most-recognized buildings; and the remarkable film, **THE ZERO SUM**, Raphael Assaf's award-winning drama that follows Leonard, a petty thief (Ewen Bremner – *Trainspotting*) who befriends his latest mugging victim Leah (Sarah Strange – *The L Word*), in an attempt to make things right and help get his brother's novel published.

The opening night gala 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 19<sup>th</sup>, 2007.

The Canadian Filmmakers Festival presenting sponsor is Schweppes. Key Sponsors include: Cineplex Odeon, Delta Chelsea, GJP Advertising, MD Media Inc., 70 Mainstreet 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: Premiere Insurance Underwriting, Jones Brown Inc., Steam Whistle, Andy Pool Hall, Autogrill and Videoscope. The Festival works in association with Film Circuit, a division of the Toronto International Film Festival Group.

**About The Canadian Filmmakers Festival**

The Canadian Filmmakers Festival is not-for-profit organization 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. For more information please visit The Canadian Filmmakers Festival Web site at: [www.canfilmfest.ca](http://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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