



**For immediate release**

## **CANADIAN FILMMAKERS FESTIVAL DOUBLES ATTENDANCE AND BOX OFFICE SALES**

### **2006 AWARD WINNERS ANNOUNCED**

TORONTO March 29<sup>th</sup>, 2006 – The Canadian Filmmakers Festival marks the end of its third year with record-high box office sales and numerous sold out screenings at the Varsity and Carlton Cineplex Odeon Cinemas. The Festival, which ran from March 23<sup>rd</sup> – 26<sup>th</sup>, 2006, is presented by Schweppes and is the only Toronto film festival dedicated solely to the celebration, advancement and promotion of Canadian film.

#### **Canadian Filmmakers Festival Awards**

The **Best Feature, Best Short, and Reel Canadian Indie** awards in addition to the special jury prizes were selected by a distinguished panel of judges including writer/director/editor Warren P. Sonoda (HAM AND CHEESE, 5IVE GIRLS), director/writer Christopher Warre Smets (OVERLOOKERS), and James Villeneuve (editor for HAM AND CHEESE and 5IVE GIRLS, director - BOWLIN'). The **People's Pick for Best Flick** award was chosen based on ballots cast by Festival filmgoers.

#### **Best Feature Award**

The Best Feature Award, presented by key sponsor Schweppes, was given to **THE END OF SILENCE**, written and directed by Toronto filmmaker Anita Doron and stars Juno-award winning musician Sarah Harmer. **THE END OF SILENCE**, a foreign film set in Canada, follows the love-affair between Darya, a Russian ballerina, and Eddie, a man preoccupied with the past and a mysterious woman named Nora.

#### **Best Short Award**

The **Best Short** award, also presented by Schweppes, was given to **SORRY, WRONG PLANET**, written and directed by Marcus Robinson. The film follows a nine year-old girl who makes a strong connection with her grandmother and must come to terms with her death in a small hybrid Finnish-Canadian community in northern Ontario.

#### **People Choice Award**

This year's **People's Pick for Best Flick** award, presented by Cineplex Odeon, was given to the feature **SIDEKICK**, directed by Blake Van de Graaf and written by Michael Sparaga. This film, starring David Ingram and Daniel Baldwin, follows a comic-book obsessed computer consultant who is faced with the heartbreaking realization that not all people with extraordinary abilities are meant to be superheroes, when he decides to train a fellow-co worker with superpowers.

#### **Reel Canadian Indie Award**

The **Reel Canadian Indie** award, presented by William F. White International Inc. honours the film that exemplifies the truest form of independent filmmaking. This year's winner was **MAGNUS OPUS** directed and written by Andrew K. Martin and Gordon Currie. This film follows the exploits of an avant-garde performance artist named Magnus whose peculiar process of internal deconstructive expressionism leads him to showcase his Living Art Instillation to the outside world from within a storefront window

#### **Special Jury Prizes**

This year's special jury prize for **Achievement in Acting** was presented to **LOVE IS WORK**, written and directed by Johnny Kalangis and starring Shauna MacDonald, Fabrizio Filippo, Kathryn Zenna, Ryan McVittie, and Natalie Radford. The **Achievement in Cinematography** prize was presented to the feature film **PURE**, directed by Jim Donovan and written by Eugene Garcia. The documentary film **CHAIRMAN GEORGE** was touted as a moving and inspiring film

and received an **honorable mention** by the jury.

### **Festival Highlights**

One of the Festival's mandates is to help advance the Canadian film industry by promoting Canadian filmmaking talent, providing a venue to feature these films for audiences to view and enjoy. This year, 10 feature and 19 short films (13 screenings all together) from across the country were screened at the Varsity and Carlton Cineplex Odeon Cinemas, with five sold out shows. The Festival welcomed over 3,000 attendees at screenings, panel discussions and gala parties this year.

Other Festival highlights included an animated interactive panel discussion that examined how to advance the Canadian film industry. This well received debate was led by industry experts including Bruce McDonald (ROADKILL - TIFF award winner for Most Outstanding Canadian Film) and Cara Pifko (Gemini Award winner for CBC's CARGO and THIS IS WONDERLAND).

The Canadian Filmmakers Festival would like to thank presenting sponsor Schweppes. The Festival would also like to thank Key sponsors: Cineplex Odeon Cinemas; Delta Chelsea; MD Media Inc.; GJP Advertising; 70 Mainstreet Inc.; Eye Weekly; Christie Digital; William F. White International Inc.; Playback Magazine; and Radke FilmGroup as well as Supporting sponsors: IFC; Tellavision; Premiere Insurance Underwriters; Jones Brown Inc.; Blue Highway; Octopus02; Alto Basso; and The Chakra Spa.

### **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. 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, 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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