



For Immediate Release

THE CANADIAN FILMMAKERS FESTIVAL ANNOUNCES “BIGGER” REEL CANADIAN INDIE AWARD PRIZE

Reminder: Only two weeks left until submission deadline

TORONTO, January 04, 2007 – The Canadian Filmmakers Festival, a forum dedicated solely to the advancement of Canadian film, is pleased to announce that William F. White International, sponsor of the Festival's Reel Canadian Indie Award, has generously increased its support to include \$5,000 in equipment rental.

The Reel Canadian Indie Award is awarded to the film that exemplifies the truest form of independent filmmaking. The winner of this award may redeem their prize at any William F. White International location for their next project. William F. White International is one of the world's largest providers of state-of-the-art lighting, grip, camera support, and related production equipment to the film, television and theatrical industries.

Submission Deadline Approaching

The Festival would also like to remind filmmakers that the submission deadline is January 12, 2007 (a January 12 postmark is acceptable). Submission forms and criteria guidelines are available on the new Canadian Filmmakers Festival web site at: www.canfilmfest.ca.

Festival Details

The Festival will be held in downtown Toronto from March 22nd to 25th, 2007 and will showcase films, workshops, panel discussions and a number of other sessions and events. Screenings will take place at various Cineplex Odeon Cinemas theatre locations.

The Canadian Filmmakers Festival presenting sponsor is Schweppes. Key sponsors include: Cineplex Odeon Cinemas; Delta Chelsea; MD Media Inc.; GJP Advertising; 70 Mainstreet Inc.; and William F. White International Inc. The Canadian Filmmakers Festival is held in association with Film Circuit, a division of the Toronto International Film Festival Group.

About The Canadian Filmmakers Festival

The Canadian Filmmakers Festival is a not-for-profit organization devoted solely to the celebration, promotion and advancement of Canadian filmmaking talent. By exclusively featuring Canadian films, its goal is to provide filmmakers with a valuable showcase and networking opportunities and to offer the public homegrown productions to view and enjoy. Held annually in downtown Toronto theatre locations, the Festival presents short and feature films and also includes opening and closing galas, parties, panels and other meet-and-greet sessions. The Canadian Filmmakers Festival is held in association with Film Circuit, a division of the Toronto International Film Festival Group. For more information please visit The Canadian Filmmakers Festival Web site at: www.canfilmfest.ca or the MySpace page at: www.myspace.com/canfilmfest.

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