



WIFT-T Announces 2006 CBC Canadian Reflections Award and Call for Applications

(TORONTO – Friday, August 4, 2006) Women in Film and Television - Toronto (WIFT-T), in partnership with CBC Television, is pleased to announce the **2006 CBC Canadian Reflections Award and Call for Applications**.

This national competitive award will give one emerging Canadian female filmmaker the invaluable opportunity to receive creative support from CBC Television to develop a concept project to showcase the diversity of Canada. The winner will receive a \$7,500 cash award which will go towards production costs of a program of up to 30 minutes in length, as well as invaluable consultation with a CBC drama executive. The winner will be announced at the 2006 Crystal Awards Gala Luncheon held on December 4, 2006 at the Fairmont Royal York.

"This award demonstrates CBC's commitment to supporting women in the industry and fostering new talent," said Kirstine Layfield, Executive Director of Network Programming for CBC Television. "By recognizing creativity and innovation, and increasing diversity on our screens, CBC benefits both the film and television community and our audiences from coast to coast to coast. We are very pleased to once again be working with WIFT-T on this terrific initiative."

"We congratulate the CBC for supporting women in the industry and for nurturing new Canadian talent.," said Sue Sheridan, Interim Executive Director of WIFT-T. "We are delighted to be working with them again to help highlight diversity in Canada."

The **CBC Canadian Reflections Award** competition is a national initiative and open to emerging Canadian female filmmakers. **The deadline for applications is October 4, 2006, 12 noon EST.** Eligibility criteria, full guidelines and application forms are available from the WIFT-T website at www.wift.com. Applications will be reviewed by selection committee composed of industry representatives with final decisions announced November 2006.

Women in Film and Television – Toronto (WIFT-T) is a leading internationally affiliated professional organization that recognizes, trains and advances women in screen-based media. WIFT-T offers a year-round slate of skills development, networking events and industry awards, providing the tools to succeed in Canada's global entertainment industry. In operation for 20 years, WIFT-T serves more than 3,000 women and men in Canadian screen-based media, connecting them to close to 10,000 leading film, television, and new media professionals worldwide.

CBC/Radio-Canada is Canada's national public broadcaster and one of its largest cultural institutions. CBC/Radio-Canada reaches Canadians through eight national radio and television networks, its full-service Web sites, local/regional stations and affiliates, as well as the digital television channel *Country Canada* and the continuous music network *Galaxie*. In addition, CBC/Radio-Canada has forged partnerships with other broadcasters and is a partner in the satellite radio service SIRIUS Canada as well as in the specialty television services ARTV and *The Documentary Channel*. Through this array of activities, CBC/Radio-Canada brings diverse regional and cultural perspectives into the daily lives of Canadians in English, French and eight aboriginal languages. (2006)

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