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FOR IMMEDIATE RELEASE:

## CANADIAN FILM FEST ANNOUNCES NEW AWARD AND 2021 MASTERCLASS AND INDUSTRY SERIES LINEUP

MASTERCLASSES WILL BE LED BY KAREN WALTON, AVI FEDERGREEN, ALI MASHAYEKHI, AND MORE NAMES TO COME



**EDMONTON (March 24, 2021)** – Today, Ashleigh Rains, Festival Director of the **Canadian Film Fest (CFF)** announced a new award, **Best Producer**, and unveiled the Masterclass and Industry Series for the 2021 Festival. Expanding on the CFF’s mission to celebrate and inspire Canadian filmmakers, Best Producer will be presented to a BIPOC short filmmaker by CFF and the **EDA Foundation**. The CFF’s Masterclass and Industry Series brings together actors, directors, producers, and key stakeholders in the Canadian film industry each year to offer notable opportunities for filmmakers and creatives to build up their industry knowledge. A complete list of the industry sessions follows below, with the schedule available [here](#). Masterclass registration opens today at [canfilmfest.ca](http://canfilmfest.ca).

The **Canadian Film Fest presented by Super Channel** is the second virtual edition of the Festival, which begins Thursday, April 1 on Super Channel Fuse for three consecutive weekends. Access to the online industry programs and masterclasses are a key aspect of the virtual festival experience, together with the on-air film premieres and screenings, pre-recorded and live filmmaker Q&As, and a virtual awards presentation.



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Presented by CFF and the EDA Foundation – a non-profit and charitable organization founded by Mena Massoud (Disney's *Aladdin*) – Best Producer will be awarded to a BIPOC short filmmaker. The three nominees selected from the 2021 Festival lineup are Nikita Adoni for *The Sky Is Blue*, *Kalthoum*, Barbara Mamabolo for *The Kall*, and Salar Pashtoonyar for *Bad Omen*. The CFF jury will select the Best Producer winner, for a prize that includes \$1,000, mentorship with Mena Massoud, and development with Landed Entertainment.

"As we grow the EDA Foundation to continue its support of Canadian artists of colour, we are happy to announce our latest partnership with the biggest and most prestigious film festival in our incredible country! As Canadians, diversity is an undeniable part of our DNA and we must do whatever we can to support and advance diversity in the arts," said **Mena Massoud, actor and EDA founder**.

Winners of the Festival awards will be announced on Saturday, April 17 after the closing film *Range Roads*, and will be broadcast on Super Channel. The complete Masterclass and Industry Series schedule and full details are available [here](#). Participants must register for Masterclasses in advance.

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### **CFF MASTERCLASS AND INDUSTRY SERIES**

#### **MASTERCLASS: Cracking Characters in the 21st Century: How To Spot, Shred & Shake Dated Ideas About Who Could Be Driving Your Movie with Karen Walton Co-presented by inkcanada**

Screenwriter Karen Walton has her own approach to old-fashioned ideas about heroes, love interests, sidekicks and so-called villains. You should too. A masterclass on the art and crafts of creating and portraying uniquely amazing characters, no matter what kind of films you make.

**DATE:** Thursday, April 1, 1pm - 3pm ET

**COST:** Free

#### **MASTERCLASS: Canadian Independent Film Producing - What They Don't Teach You in Film School with Avi Federgreen**

In this intense and interactive two half-day workshop, Avi Federgreen, Producer and Distributor of low-budget Canadian films (specializing in low-budget), walks you through what you need - and what it takes - to produce low-budget, independent films in Canada today. This is producing experience from the trenches – not the stuff they teach in film school.



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Whether you want to make movies in Halifax, Newfoundland, Toronto, Winnipeg, Edmonton, Calgary, Vancouver, or anywhere outside of Canada, this workshop provides:

1. Tools and information to produce your movie, like:
  - The Material - Finding a script; Getting book rights
  - Development - Developing an existing script; Finding a writer
  - Pitching
  - Director - What to look for in a Director – and where; The Producer / Director relationship
  - Casting - Hiring a Casting Director; Star Casting
  - Crewing - Hiring Key Crew (DOP, PM, Production Designer, 1st AD, Editor, etc.); Unsung Heroes on Crew; Chemistry, Chemistry, Chemistry
  - Union Versus Non-Union
2. Experience and practical advice from an industry veteran with 25 years' experience and over 60+ features produced in Canada and promoting Canadian films and filmmakers
3. A reality check and tips from the trenches on what is achievable as an independent filmmaker in Canada

This masterclass is for Canadian independent producers, writers, directors, actors, technicians making movies today - or wanting to make movies - in the Canadian independent film landscape; new and emerging Canadian filmmakers who need a broad but practical intro and understanding of the Canadian independent film landscape.

**\*\*Open to filmmakers worldwide\*\***

**DATES:**

Sunday, April 4, 12pm - 4pm ET

Sunday, April 11, 12pm - 4pm ET

**COST:** \$75

*CFF is donating 10 spots in this Masterclass to BIPOC filmmakers. To be chosen via lottery, interested filmmakers can apply for these spots by emailing [ashleigh@canfilmfest.ca](mailto:ashleigh@canfilmfest.ca).*

**MASTERCLASS: The Short and Long of it: Owing the Short Film  
Presented by Landed Entertainments  
Led by Ali Mashayekhi**

The art of making, marketing and leveraging a short film to boost your career. Inspiring filmmakers of all levels on how to make and market a successful short film.

Why make a short film? How do you make it for little-to-no money? How do you market it at festivals? How do you turn the short film into a feature? How do you finance & monetize your short? All these questions and more.

**DATE:** Thursday, April 8, 1pm - 3pm ET



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**COST:** Free

**CHEERS & CHATS: Canadian Writers**  
**Co-presented by inkcanada**

Join three influential Canadian writer-hyphenates for a candid conversation based on common industry experiences from their unique perspectives.

The session will be pre-recorded and broadcast on the Canadian Film Fest website. Filmmakers will have a chance to submit questions for the participants via Twitter prior to the taping.

*Filmmakers' names to be confirmed.*

**DATE:** Friday, April 2, 4pm ET

**COST:** Free

**CHEERS & CHATS: Writing Comedy in Canada**  
**Co-presented by inkcanada**

An opportunity to hear from the professionals in a number of Comedy Writing formats in Canada regarding training, breaking-in, and pursuing a career in funny at home and abroad.

The session will be pre-recorded and broadcast on the Canadian Film Fest website. Filmmakers will have a chance to submit questions for the participants via Twitter prior to the taping.

*Filmmakers' names to be confirmed.*

**DATE:** Friday, April 9, 4pm ET

**COST:** Free

Please note that some participant names might change due to availability. Check [canfilmfest.ca](http://canfilmfest.ca) and the [Facebook Page](#) for updates.

**About the Canadian Film Fest**

The Canadian Film Fest (CFF) is a non-profit organization that is dedicated to supporting Canadian independent films and cultivating emerging and established filmmaking talent.

Film-loving audiences come to enjoy a diverse selection of 100% Canadian film screenings (features & shorts) and filmmakers flock to the CFF's various industry events to take



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advantage of essential networking opportunities. CFF's mission is to celebrate the art of cinematic storytelling by showcasing Canadian films and filmmakers.

Social Media:

#CanFilmFestOnSuperChannel

Twitter/Instagram: @CanFilmFest

Facebook: facebook.com/CanFilmFest

Youtube: Canadian Film Fest

### **About Super Channel Entertainment Network**

**Super Channel** is a national pay television network, offering subscribers exceptional entertainment value, uncut and commercial-free, with four diverse channels – Super Channel Fuse, Super Channel Heart & Home, Super Channel Vault and GINX Esports TV Canada – plus, access to Super Channel On Demand where available by service provider.

Super Channel's mission is to entertain and engage Canadian audiences by providing a unique and exclusive entertainment experience. With a core foundation of integrity and accountability, we dedicate ourselves to implementing innovative programming strategies and unparalleled teamwork that provides viewers with exceptional value and variety.

Super Channel is owned by Allarco Entertainment 2008 Inc., an Edmonton-based media company. For a list of service providers, please visit: [superchannel.ca/subscribe](http://superchannel.ca/subscribe)

### **Connect with Super Channel:**

[www.superchannel.ca](http://www.superchannel.ca)

[Super Channel on Facebook](#)

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