



Entertainment Network



FOR IMMEDIATE RELEASE:

Super Channel partners with the Edmonton International Film Festival

Select EIFF festival features and shorts will premiere exclusively on Super Channel Fuse from October 1 to 10



EDMONTON (August 17, 2020) – Edmonton-based **Super Channel** and the **Edmonton International Film Festival (EIFF)** – an OSCAR® qualifying festival for short films and Edmonton’s annual celebration of contemporary international, and Canadian, cinema – are pleased to announce that they have partnered to bring a virtual edition of the 2020 EIFF to film fans across the nation, with the **Edmonton International Film Festival presented by Super Channel**.

Beginning Thursday, October 1st and running daily to Saturday, October 10th **Super Channel Fuse** will showcase a selection of films from this year’s **Edmonton International Film Festival**. More than a dozen feature films will have a linear only limited run, so viewers are encouraged to catch them while they can and experience them festival-style during their broadcast. In addition, a robust offering of international and Canadian short films will be interspersed into the broadcast schedule – one of these could be an OSCAR® winner! **The Edmonton International Film Festival presented by Super Channel** will bring the full festival experience to fans, with pre-recorded Q&As, virtual filmmaker chats and a digital Awards presentation. Further details to be announced.

“As an Edmonton-based company we are thrilled to be lending our support to the EIFF and forging a partnership with a homegrown festival that shares our enthusiasm for encouraging and supporting the appreciation of independent film,” said **Don McDonald, President and CEO, Super Channel**. “As we continue to look for ways to support the film community during the COVID-19 pandemic and beyond, we couldn’t think of a better fit than sharing our platform with the EIFF and bringing a taste of this renowned local film festival to a whole new audience across Canada via Super Channel Fuse.”

“2020 is certainly a remarkable time in the world, and the creative synergies being forged are quite beautiful to watch,” says **Kerrie Long, Executive Director, EIFF**. “We are excited to weave our brand into the Super Channel fabric and re-envision what our festival will look like this year and into the future. To know that movie-lovers across Canada will be able to experience ‘a slice of EIFF’, discover cinematic storytellers and experience new



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perspectives of the world – makes our hearts bigger. Thank you, Super Channel, for creating this unique opportunity with us!”

About the Edmonton International Film Festival (EIFF):

EIFF is produced by a charitable, non-profit, cultural organization – Edmonton International Film Festival Society – whose mission is to present an annual multi-day celebration of contemporary, independent cinema as a means to transform the way people see the world. Whatever the genre, EIFF presents films with strong story lines and new cinematic voices. Movies that make you question your own values, move you in some mysterious way, or leave you laughing out loud. Appointed by the Academy of Motion Picture and Sciences as an OSCAR® qualifying festival in 2016 – only 100 film festivals worldwide (five of which are in Canada) achieve this status – the Grand Jury Award winners for Best Dramatic Short and Best Animation Short move forward for OSCAR® consideration. 2020 marks the 34th year of EIFF!

Social Media:

#EIFF20

F: @edmontonfilmfest

T: @edmfilmfest

I: @edmfilmfest

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

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