National Canadian Film Day was an amazing celebration of Canadian culture, and it was great to be a part of it.

– Fairview Family & Community Support Services, Fairview, AB
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EXECUTIVE SUMMARY

• **Over 1000 community partners** across Canada and **43 countries around the world** participated.

• Over **65,000 people** attended our events and an estimated **2.5 million people** watched a Canadian film on broadcast or streaming.

• This year's spotlight, Celebrating Indigenous Voices, was incredibly successful, with nearly **70% of events showing Indigenous-made films**.

• Special events included:
  
  • Panel discussions in Toronto featuring **Tracey Deer** (Mohawk) and **Danis Goulet** (Cree/Métis); and in Montreal featuring **Alanis Obomsawin** (Abenaki) and **Jeff Barnaby** (Mi’kmaq) on the current moment in Indigenous filmmaking in Canada

  • A tribute to the late **Jean-Marc Vallée**, featuring film screenings, pre-recorded remembrances and a pre-recorded Q&A with **Marc-André Grondin**, the star of *C.R.A.Z.Y.*, presented by partners nationwide

  • A tribute to the late **Ivan Reitman**, featuring a discussion with the icon recorded for NCFD 2021

• There were **59 screenings in 43 countries** around the world including Argentina, Bhutan, Cameroon, Costa Rica, France, Honduras, India, Mexico, Nepal, Nicaragua, Philippines, Serbia, Singapore, South Africa, USA and Zambia.

• More than **21,000 students** watched *Night Raiders* and participated in our RCTv livestream featuring filmmaker **Danis Goulet** and star **Brooklyn Letexier-Hart** (Cree/Métis). An additional **19,000 students** participated in our other school programming.

• Specially-curated programming was provided on our free festival platform to several community networks, including over 137 retirement residences and long term care homes, as well as Royal Canadian Legions, Canadian Armed Forces bases and artist run centres that are part of the ARCA network.
• A new partnership with the Network of Independent Canadian Exhibitors (NICE) yielded 77 screenings at 43 cinemas across Canada.

• Over 50 filmmakers, stars and other special guests participated, including Sonia Bonspille Boileau (Mohawk), Jason Brennan (Anishinaabe), Pierre-Luc Brillant, Évelyne Brochu, Stephen Campanelli, Atom Egoyan, Colm Feore, Zoe Leigh Hopkins (Heiltsuk/Mohawk), Adam Garnet Jones (Cree/Métis), Anna Lambe (Inuk), Loretta Todd (Cree/Métis), Alan Zweig and more.

• Every major broadcaster and streamer in Canada participated by programming a wealth of Canadian content during the week of NCFD, with new partners added including the new Inuktitut-language Uvagut TV.

• The NCFD promotional video reached over nine million people on social media and the #CanFilmDay and #JourCineCan hashtags reached nearly 16 million people the week of NCFD.

• The day generated 435 media stories, reaching 10.1 million people offline, and generating 5.4 million views online.
INTRODUCTION

At REEL CANADA, we’re incredibly proud of the growth of National Canadian Film Day over the past nine years. Not only have Canadians embraced the opportunity to celebrate our stories, but they are increasingly using our films to get to know and understand the diversity of Canadian experiences.

Nothing seemed more relevant this year than celebrating the explosion of Indigenous filmmaking talent in our country right now. As a member of our board of directors, Jason Ryle (Anishinaabe), said, “First Nations, Métis and Inuit filmmakers in Canada have been making incredible and original films for decades. The growth of Indigenous-made cinema in recent years is truly remarkable.” We were delighted to find that so many of our partners agreed. In fact, more than 900 of our nearly 1300 screenings this year were of Indigenous-made films.

With great hope (and caution) we invited our partners to host in-person screenings again this year, and we were thrilled that so many were ready to return to the collective experience in libraries, community centres, independent theatres, retirement homes, schools, film festivals, embassies and consulates.

This year, we didn’t just exceed our own expectations when it came to numbers. We also started new partnerships with national networks of independent cinemas and artist-run centres. We produced two incredible live panel events featuring Indigenous filmmakers who are truly at the top of their games.

We were pleased to have Canada’s Governor General as our Honourary Patron. We sent the NCFD mascot, Maurice the Moose, on an international adventure. And there’s so much more!

But don’t worry about taking in every detail – there's too much! Just flip through it and you'll get a sense of the scope, the grassroots engagement, and the plain old fun that was had by all.

See you next year for our 10th anniversary!

Jack Blum
Executive Director

Sharon Corder
Artistic Director
We were delighted and proud to have Canada’s Governor General, Her Excellency the Right Honourable Mary Simon (Inuk), serve as the Honourary Patron of National Canadian Film Day 2022. A video message from the Governor General was included as part of NCFD’s preshow package and shared on the NCFD social media accounts.

“

Our stories and how we tell those stories are how we create ourselves, how we define ourselves...Canadian filmmakers are showcasing the strength of our diverse perspectives uniting our country through film.

— Canada’s Governor General, Her Excellency the Right Honourable Mary Simon, Honourary Patron of National Canadian Film Day 2022
National Canadian Film Day is a fantastic way to spotlight and celebrate the work of homegrown artists.
– Tracey Deer (Mohawk), filmmaker

**NCFD 2022**
**By the Numbers**

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<tr>
<th>An Estimated</th>
<th>Nearly</th>
<th>59</th>
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<tr>
<td><strong>2.5+ Million</strong></td>
<td><strong>16 Million</strong></td>
<td><strong>International events in 43 countries</strong></td>
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<tr>
<td>Canadians watched a Canadian film on broadcast and streaming</td>
<td>YouTube, Facebook &amp; Twitter impressions</td>
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<th>15+ Million</th>
<th>65,000+</th>
<th>941</th>
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<tr>
<td>views of 435 media stories</td>
<td>audience members attended our live events</td>
<td>screenings of Indigenous-made films</td>
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<th>11.5+ Million</th>
<th>800+</th>
<th>1007</th>
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<tbody>
<tr>
<td>social media impressions of our promotional video</td>
<td>events enhanced by special guest participation</td>
<td>community partners across Canada</td>
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We created an interactive Google map with detailed information about our 1290 events worldwide. Find the map at canfilmday.ca/events
National Canadian Film Day provides a unique opportunity for the on-air community to come together in celebration of Canadian film. Participants included no fewer than fourteen broadcasters and twenty-eight streaming services.
TOP TWITTER MENTIONS

#CanFilmDay @canfilmday canadian day filmmaker filmmakers amazing screening watch

indigenous curated @hollywoodsuite @Telefilm_Canada ★

piece night movies voices deeply cabbie

#cdnfilm cannie winner watching agree register

#CanFilmDay life performance virtual spotlight

film life watching happy cinema

raiders livesteams

join pleasure

films online maudie

celebrate virtually

#BloodQuantum

tracy favourite narrative
dug tender mood

future lunchtime

@canfilmday livestreams

night piece

link day

national canadian film day highlights
Just writing to thank all who made it possible to view *Wildhood*, and to watch the discussion that followed. The film was **beautiful, heartbreaking, funny, moving**. The actors and community members who appeared in the film were outstanding.

— *Oakville Festivals of Film and Art, Oakville, ON*
Night Raiders (2021)
This year, we were delighted to present our Spotlight, Celebrating Indigenous Voices, in association with imagineNATIVE Film + Media Arts Festival.

The Spotlight focused on Indigenous-made cinema by filmmakers from many diverse nations across Canada. The films reflected a broad spectrum of stories and voices, and spanned many genres. Our goal was to provide an opportunity for dialogue and greater understanding of the realities and lived experiences of Indigenous people in Canada. But just as importantly, the movies themselves are simply great, and we were excited to bring them to audiences around the world.

"imagineNATIVE is proud to be a part of this initiative with REEL CANADA as we continue to reaffirm the importance of showcasing this work and as we work toward a future of authentic representation on our screens."

— Naomi Johnson (Kanyen’kehà:ka/Mohawk), Executive Director, imagineNATIVE
941 SCREENINGS OF 53 INDIGENOUS-MADE FILMS!

Our partners responded enthusiastically, and NCFD featured 941 screenings of 34 Indigenous-made features and 19 Indigenous-made shorts. The films were shown in seven different languages and there was even a Mandarin-subtitled screening of the Inuktitut-language film Maliglutit (Searchers) for an audience in Richmond Hill, ON.

TOP FILMS
Beans
Night Raiders
Run Woman Run
The Grizzlies
Wildhood

"Having my work be accessible to people outside of the theatrical system to small communities, to students and to new Canadians has meant the world to me."

— Zoe Leigh Hopkins (Heiltsuk/Mohawk), filmmaker
2022 SPOTLIGHT FILMS
Detailed film information and synopses can be found at canfilmday.ca/spotlight-films
During the livestream I suddenly felt emotional. I saw the list of hundreds of schools listening in from across the country — in Saskatchewan where I'm from, in Nunavut, in northern Ontario — and here we were talking about what happened to Indigenous children during the residential school era.

When I went to high school, we were never taught this history. So, to be in conversation with so many engaged students was incredibly moving. All of these kids are becoming aware of what happened. And I had this feeling — this is why I'm a filmmaker.

— Danis Goulet, filmmaker (Night Raiders)
SPECIAL GUESTS
50+ SPECIAL GUESTS

Top left: Tracey Deer, Adam Garnet Jones, Danis Goulet; bottom left: Colm Feore; centre: Anna Lambe; right: Dakota Ray Hebert
50+ filmmakers and industry professionals participated in this year’s NCFD. Over 800 events were enhanced by the participation of special guests, either through live in-person or online appearances, or pre-recorded videos.

Top left: Zoe Leigh Hopkins; top centre: Brooklyn Letexier-Hart; top right: Nicolas Renaud, Alanis Obomsawin, Jeff Barnaby; bottom left: Ellie Posadas; bottom centre: Joshua Odjick; bottom right: Phillip Lewitski
Top left: Marc-André Grondin; top centre: Atom Egoyan; top right: Danielle Proulx; bottom left: Évelyne Brochu; bottom centre: Pierre-Luc Brillant; bottom right: Jason Brennan
Top left: Bruce LaBruce; top right: Marie-Julie Dallaire; bottom left: Stephen Campanelli and Maurice the Moose; bottom centre: Moze Mossanen; bottom right: Ali Hassan
NCFD offers a unique chance to not only see great films, but also meet some of the behind the scenes members who made the film possible. It really takes our relationship with Canadian film to another level.

— St. John’s International Women’s Film Festival, St John’s, NL
SPECIAL EVENTS

Canada Performing Artists Network
screening of Maliglutit
Richmond Hill, ON
CELEBRATING INDIGENOUS VOICES:
IN CONVERSATION WITH DANIS GOULET AND TRACEY DEER

Toronto, ON

An insightful conversation about the past, present, and future of Indigenous cinema in Canada through the eyes of two artists who are at the top of their game, writer/directors Danis Goulet (Cree/Métis) and Tracey Deer (Mohawk). The conversation was moderated by filmmaker and host Adam Garnet Jones (Cree/Métis).

Tracey and Danis’ award-winning films (Beans and Night Raiders respectively) are being celebrated as some of the best work being done in this country.

This illuminating conversation shed light on their inspirations and aspirations, as well as the bigger picture of Indigenous creators who are producing powerful, impactful work as part of a rapidly growing and vibrant community.

The panel was filmed in Toronto on National Canadian Film Day and broadcast live on CBC Gem.
CELEBRATING INDIGENOUS VOICES: IN CONVERSATION WITH ALANIS OBOOMSAWIN AND JEFF BARNABY

Montreal, QC

We were honoured to present an intimate, moderated conversation with Alanis Obomsawin (Abenaki) and Jeff Barnaby (Mi’kmaw), two icons of Indigenous filmmaking in Canada, who discussed their work, their respective paths to filmmaking and the present moment in Indigenous cinema. It was a powerful evening and a fitting opening for the new Alanis Obomsawin Theatre at the NFB in Montreal.

The event was presented by REEL CANADA, imagineNATIVE, the National Film Board of Canada and Cinema Politica, and moderated by filmmaker and Associate Professor of First Peoples Studies at Concordia University, Nicolas Renaud (Huron-Wendat).
A TRIBUTE TO JEAN-MARC VALLÉE

To commemorate the incredible career of the late Canadian filmmaker Jean-Marc Vallée, we partnered with Mediafilm to organize a special national tribute to his exceptional body of work. With both online and in-person screenings, the tribute included:

- 11 screenings of a double bill of *C.R.A.Z.Y.* and *Cafe de Flore* in cities across Quebec
- An additional nine screenings of *C.R.A.Z.Y.* across the rest of Canada in partnership with film festivals and independent cinemas, including a special event in Toronto presented by Cinéfranco
- Seven screenings of *C.R.A.Z.Y.* internationally, in Cameroon, Costa Rica, Honduras, Iraq, Nicaragua, Mozambique, and Tunisia
- The Vancouver International Film Festival also screened *Big Giant Wave*, which was executive produced by Vallée. The screening was followed by a Q&A with writer/director Marie-Julie Dallaire

“Une occasion en or de découvrir ou re-découvrir des joyaux du cinéma canadien.”

– Paraloeil Cinema, Rimouski, QC
Most events were preceded by pre-recorded remembrances from Évelyne Brochu, Pierre-Luc Brillant, Atom Egoyan and Danielle Proulx.

Screenings of *C.R.A.Z.Y.* were also followed by a pre-recorded Q&A with star Marc-André Grondin, moderated by Martin Bilodeau of Mediafilm.
As part of this year’s event, we took a fond look back at the exceptional career of filmmaker Ivan Reitman and his beloved classic *Meatballs*. We made the film available free for Canadian audiences, along with an extended Q&A that was recorded as part of last year’s NCFD, with Reitman and two cast members, Kate Lynch and REEL CANADA Executive Director Jack Blum.

CLICK HERE TO WATCH THE Q&A
This year we partnered with NICE to bring free screenings of great Canadian films into local theatres. The initiative was presented in partnership with Telefilm Canada and offered Canadians a chance to celebrate NCFD and support their community cinemas at the same time.

43 cinemas participated, hosting 77 screenings on the day.

The selections included:

- *Beans*, featuring a pre-recorded Q&A with director Tracey Deer (Mohawk)
- *Night Raiders* featuring a pre-recorded Q&A with director Danis Goulet (Cree/Métis)
- A remastered version of the Jean-Marc Vallée classic *C.R.A.Z.Y.*, featuring a pre-recorded Q&A with star Marc-André Grondin

“Amazing! Loved independent instead of smash and crash mainstream. Brought out people who never go to movies anymore.”

— Tillicum Twin Theatres, Terrace, BC
**L’INHUMAIN PREMIERE**

We were delighted to present the theatrical debut of *L’Inhumain* on NCFD. Canada’s first French-language genre film by an Indigenous director, *L’Inhumain* is a stylish and suspenseful drama incorporating the legendary Indigenous figure of the Wendigo into a contemporary Quebec story.

On NCFD, the film was shown at a red carpet event in Ottawa co-presented by the Canadian Film Institute. It was also presented online by VIFF and in-person at *Les Rendez-vous Québec Cinéma*.

Special guests who participated from the film include director Jason Brennan (Anishinaabe); stars Samian (Anishinaabe), Véronique Beaudet, Jeanne Roux-Côté, Sonia Vigneault; and several cast members from the director’s home community of Kitigan Zibi, where the film was shot, including Jolene Commanda (Anishinaabe), Philippe Commanda (Anishinaabe), Andy Dewache (Anishinaabe) and Odehkun Thusky (Anishinaabe).

"We had a wonderful, very well attended screening. Congrats to REEL CANADA!!! Your great work is making this work. Vive la Journée du cinéma canadien!"

— Canadian Film Institute
WELCOME TO CANADA LIVESTREAM: Q&A WITH ANNA LAMBE

We once again hosted our annual event for new Canadians and English-language learners, co-presented with the Institute for Canadian Citizenship.

An online screening of *The Grizzlies* was followed by a livestreamed Q&A with one of the stars of the film, Inuk actress **Anna Lambe**, moderated by comedian and CBC personality **Ali Hassan**.

**CLICK HERE TO WATCH THE Q&A**
Longtime NCFD partner Vancouver International Film Festival (VIFF) featured an exciting full-day lineup, which started with a sold-out screening of *Scarborough*. The day also included screenings of *Stories We Tell*, *Forgotten Warriors* followed by an in-person Q&A with director Loretta Todd (Cree/Métis), and *L'inhumain* followed by a virtual Q&A with writer/director Jason Brennan (Anishinaabe). *Big Giant Wave* was followed by a live Q&A with writer/director Marie-Julie Dallaire as part of our tribute to the late Jean-Marc Vallée, who was an executive producer on the film.
"NCFD provides an exciting focal point for Canadian cinema, bringing filmmakers, audiences and cinemas together to celebrate the many different, diverse ways we recognize our place in this land we share. The third Wednesday in April has become our sector’s very own Canada Day, sustaining and renewing our cultural identity."

— Tom Charity, VIFF
OTHER ENHANCED EVENTS

Every year, REEL CANADA supports dozens of film festivals, film societies and film organizations in enhancing their events by bringing out filmmakers and stars to engage with audiences. Here are just a few of the highlights from this year’s 800+ events that were enhanced by the participation of talent from the films.

CALGARY, AB

Calgary Underground Film Festival showed the 2013 feature Rhymes for Young Ghouls in-person, preceded by an online intro from director Jeff Barnaby (Mi’qmw).  

"We always love being a part of NCFD on a national level, but especially promoting, highlighting and engaging our local audience with Canadian film and their filmmakers!"

— Calgary Underground Film Festival

EDMONTON, AB

Dreamspeakers Festival Society screened Gil Cardinal’s Foster Child, followed by a panel discussion with Cardinal’s cinematographer, Daron Donahue, and other guests, to commemorate the 35th anniversary of the film.
WINNIPEG, MB
Winnipeg Film Group held an in-person screening of *Wildhood*, from writer-director Bretten Hannam (L’nu), followed by an online Q&A with stars Phillip Lewitski (Mohawk) and Joshua Odjick (Algonquin/Anishinaabe), moderated by human rights activist and director of Two-Spirited People of Manitoba Inc., Albert McLeod (Nisichawayasihk Cree Nation/Métis).

CLICK HERE TO WATCH THE Q&A

NORTH BAY, ON
Wawasayg Festival & Zakide Collective presented a showcase of new and old animated films from the NFB archive, selected and presented by filmmaker and curator Clayton Windatt (Métis).

OFFA hosts two special virtual movie screening events

OAKVILLE, ON
Oakville Festivals of Film & Art hosted an online screening of Bretten Hannam’s *Wildhood* and a Q&A with stars Phillip Lewitski and Joshua Odjick.
TORONTO, ON

- Canadian Film Festival hosted an in-person screening of Tkaronto followed by a virtual Q&A with director Shane Belcourt (Métis) and other guests.
- Reel Asian International Film Festival showed Scarborough, followed by an in-person Q&A with star Ellie Posadas.
- Ontario Creates showed Run Woman Run followed by an in-person Q&A with cast and crew, including star Dakota Ray Hebert (Dene).
- TIFF showed Anne Wheeler’s Loyalties, followed by an in-person Q&A with the filmmaker.
- Indiecan Entertainment held an in-person screening of the Ukraine-themed documentary That Never Happened, followed by a Q&A with the director, Ryan Boyko.
- The record store Sonic Boom showed Alan Zweig’s documentary Records, featuring an in-person discussion with the filmmaker.
MONTREAL, QC
Festival du nouveau cinéma de Montréal and Cinema Moderne presented *Night Raiders*, followed by a personalized, pre-recorded Q&A with filmmaker Danis Goulet.

HALIFAX, NS
Emerging Lens Cultural Film Festival presented *8:37 Rebirth* with an opening night performance by House of Eights Dancers and a conversation with director Juanita Peters and producer/writer Hank White. The festival also offered an online screening of *Beans* that included a pre-recorded discussion with Tracey Deer (Mohawk).

ST. JOHN’S, NL
St. John’s Women’s International Film Festival held a screening of *Run Woman Run* followed by an online Q&A with filmmaker Zoe Leigh Hopkins (Heiltsuk/Mohawk).
REEL CANADA makes National Canadian Film Day a joy each and every year! Not only are we supported with access to incredible film catalogues, but they deeply care about the storytellers and creators.

— Centre for Social Innovation, Toronto, ON
The 20th Welland Scout group hosts drive-in screening

Right: A red carpet event at Bradford Valley Care Home
COMMUNITY EVENTS

POWELL RIVER, BC
The Powell River Film Society presented *Falls Around Her* and *Wildhood*, as well as a performance by special guests Cyndi Pallen from the Tla’amin Nation, and the Tla’amin Singers and Drummers.

“This celebration of Canadian films brought our audience together, they were able to see films that were not otherwise available, and had deep conversations afterwards.”
— Powell River Film Society

CAMROSE, AB
Over 500 people from the local community in Camrose attended a variety of screenings at the Bailey Theatre. The audience was a mix of local school students, members of the public, and Bailey Theatre volunteers.

THE PAS, MB
Storytellers Film Festival in Manitoba screened a series of Indigenous short films, followed by a feature presentation of *Portraits from a Fire*. The screening was followed by a discussion about the films.

“We have been supporting NCFD for seven years. It is one of the highlights of the year for us. Each year we look forward to the new film lineup and have a great time choosing what to show. Our youth are actively involved and have learned to love film festivals, especially Canadian ones!! Thank you, NCFD!!”
— Storytellers Film Festival
BRADFORD, ON
The Bradford Valley Care Home created a red-carpet experience for residents who gathered to watch *A Bear Named Winnie*. They even handed out some awards!

RICHMOND HILL, ON
More than 60 people attended a Mandarin-subtitled screening of the Inuktitut-language film *Maliglutit* (*Searchers*), from Zacharias Kunuk (Inuk). The event was hosted by the Canada Performing Artists Network.
MONTREAL, QC
Nearly 150 people attended a screening of Mr. Mergler’s Gift and Meditation Park, organized by the Canada China International Film Festival at Cinema Scotiabank in Montreal. Beverly Shaffer, director of Mr. Mergler’s Gift, was also in attendance.

SHERBROOKE, QC
New Canadians, ESL learners and staff enjoyed a presentation and a language lesson before their screening of The Grizzlies at the New Horizons Adult Education Centre. The film was followed by a group discussion.

“The Canadian Film Day is an amazing event! We loved how it brought us together to share a very emotional moment. Thank you for promoting Indigenous stories this year! We have a lot to learn and discover about our country.”

— New Horizons Adult Education Centre

IQALUIT, NU
Nunatta Sunakkutaangit Museum presented Portraits from a Fire, with a pre-recorded intro by the film’s producer, Rylan Friday (Saulteaux Ojibway/Plains Cree).
Here are a few other photos from our hundreds of other community screenings:

Left: collage of photos from the Kineto Theatre, Forest, ON; top centre: Beans screening at the Centre for Social Innovation, Toronto, ON; bottom centre: Children’s Hospital Foundation Manitoba, Winnipeg, MB; top right: Mississippi Mills, Almonte ON; bottom right: CPF Morden event at Landmark Cinema in Winkler, MB
Screening of the film *Run Woman Run* on the occasion of NCFD gave our embassy an opportunity to bring a diverse range of contacts to one place and showcase an important facet of the Canadian society related to Indigenous voices.

It also provided a platform for us to discuss Canada's ongoing process of reconciliation, a theme that is also very important in the Western Balkans.

— Embassy of Canada in Belgrade
(INTER)NATIONAL CANADIAN FILM DAY
New and returning partners were eager to participate in 2022, with 59 screenings in 43 countries.

L’audience a beaucoup aimé le film [Beans] qui a suscité leur curiosité. Le film a été suivi par un débat riche et intéressant.
— Embassy of Canada to Algeria

PARTICIPATING COUNTRIES:

Algeria    Luxembourg
Argentina  Mali
Australia  Mexico
Austria    Mozambique
Belgium    Nepal
Benin      Netherlands
Bhutan     Nicaragua
Brazil     North Macedonia
Burkina Faso    Paraguay
Cameroon    Philippines
Chile       Poland
Colombia    Serbia
Costa Rica  Singapore
France      South Africa
Honduras    Taiwan
Hong Kong   Tunisia
Iceland     Turkey
India       United Arab Emirates
Iraq        USA
Laos        Vietnam
Latvia      Zambia
Lithuania   Cameroon
59 SCREENINGS IN 43 COUNTRIES
National Canadian Film Day Highlights

National Canadian Film Day was a revitalizing and cherished event at Coastal Carolina University, and we plan to keep doing it each year.”

— Brad Warren, Coastal Carolina University

A campus-wide day of celebrations at Coastal Carolina University, in Conway, South Carolina.

The day featured a reception with local dignitaries, Canadian-themed foods in the campus cafeteria, four film screenings, an in-person Q&A with filmmaker Stephen Campanelli (*Indian Horse*), an online Q&A with actor Colm Feore (*Bon Cop, Bad Cop* and *The Red Violin*) and a very special visit from Maurice the Moose, the NCFD mascot.
Maurice traveled to South Carolina to celebrate with his pal, CCU mascot Chauncey the Chanticleer, in the first of what we hope will be many adventures to promote NCFD.

The CCU event was hosted in partnership with the Consulate General of Canada in Atlanta, GA, and the Myrtle Beach Chamber of Commerce. Over 65 volunteers and more than 600 attendees made the day a huge success.
Here are just a few more highlights from this year’s (Inter)National Canadian Film Day:

**Argentina**
The Embassy of Canada to Argentina and Paraguay co-presented the sold out premiere of Bruce LaBruce’s *The Affairs of Lidia* at the BAFICI film festival in Buenos Aires. A vin d’honneur (with Canadian wine) followed the event, attended by the president of the Festival, authorities from the Culture Ministry, and Bruce LaBruce himself.

**Cameroon**
The High Commission of Canada in Cameroon hosted an in-person screening of *C.R.A.Z.Y.* at the Institut Français in Yaoundé. Showing this film aligned with the High Commission’s ongoing advocacy for 2SLGBTQIA+ rights, as queerness remains illegal in Cameroon.

**Costa Rica, Honduras, Nicaragua**
The Embassy of Canada to Costa Rica, Honduras and Nicaragua presented an online screening of *Drunken Birds* for audiences in all three countries, and hosted an in-person screening of *C.R.A.Z.Y.* in San José. Over 150 people attended, including special guests Roberto Jaén from the Ministry of Culture, the Ambassador of the Dominican Republic, Mayerlyn Cordero, and the Ambassador of Spain Cristina Pérez.
France
The Maison des étudiants canadiens in Paris participated in NCFD for the first time this year, and screened *Drunken Birds* to a group of university students, followed by a lively discussion.

India, Nepal & Bhutan
This year, the High Commission of Canada in India hosted a week of NCFD celebrations, including in-person screenings of *Bootlegger, Drunken Birds, and Run Woman Run* in New Delhi, and online screenings for audiences across India, Nepal and Bhutan.

The Consulate General of Canada in Mumbai also hosted an in-person screening of *Bootlegger* at the Mumbai Press Club. Four special guests representing the local Indigenous communities attended and spoke about their own experiences.
**Mexico**
The Embassy of Canada to Mexico hosted a sold-out screening of *Night Raiders* at the Centro Cultural Bella Época in Mexico City. The screening was preceded by a briefing on Indigenous Culture in Canada, hosted by The Centre For North American Studies at the National University.

**North Macedonia**
This year, the Embassy of Canada in Belgrade brought NCFD to North Macedonia and hosted a screening of *Run Woman Run* at the Cinémathèque in Skopje. Special guests from the North Macedonia Film Agency and from the City of Skopje were in attendance.
Philippines
The Embassy of Canada to the Philippines hosted an in-person screening of *Drunken Birds* at the Alliance Française in Manila. The event was opened by the Ambassador of Canada and attended by special guests from the Film Development Council of the Philippines.

Singapore
The High Commission of Canada in Singapore presented *Run Woman Run* at the Festive Plaza in Singapore. The screening was attended by a whopping **200 people.**
South Africa
The High Commission of Canada in South Africa hosted an in-house screening of *The Grizzlies*. They had very special guests in attendance, such as Elinor Sisulu, a renowned writer, human rights activist and political analyst; her husband Max Sisulu, a politician and former speaker of the South African National Assembly; and the Canadian author Lucie Pagé; among other attendees.

USA
In addition to the event in South Carolina, missions across the United States came together for an online screening of *Run Woman Run*, directed by Zoe Leigh Hopkins (Heiltsuk/Mohawk). Audiences in Washington D.C., Boston, Chicago, Detroit, San Francisco and Seattle were also treated to a special Q&A with Dakota Ray Hebert (Dene), the film’s lead actress.
Zambia
The High Commission of Canada in Zambia presented the film *The Breadwinner* at an in-person outdoor screening at the Alliance Française in Lusaka. They made their event even more special by serving crepes and maple syrup, and had distinguished guests such as Ambassadors from Germany, the UK and Brazil, as well as a Deputy Head of Mission from Japan.
This program was fantastic! It was creative, engaging, authentic, relevant, interesting, inspiring, life-changing and educational. We were incredibly fortunate to be involved in this program offered by REEL CANADA.

— Teacher at Lisgar Collegiate Institute, Ottawa, ON
Over **400 schools and 21,000 students** participated in our RCtv livestream for high schools.

After watching *Night Raiders*, students engaged in an interactive discussion with their peers nationwide, and with director **Danis Goulet** (Cree/Métis) and star **Brooklyn Letexier-Hart** (Cree/Métis). RCtv was hosted by **Ronnie Dean Harris** (Stó:lo/St’at’imc/Nlaka’pamux), and supported by CBC.
The session also included exclusive footage from a roundtable discussion with youth across the country, allowing students to hear directly and openly from their peers.

“Excellent programming, carefully prepared and with rich resources that made this easy for me to use in my classroom. The films were beautiful and it was a great way to bring other voices and perspectives into the classroom.”

—Teacher at Ridgemont High School, Ottawa, ON

“I thought the roundtable was very cool and fun.”

— Student Participant, Cold Lake, AB

21,000 students participated

560 teachers participated

500+ questions and comments on our discussion board
In addition to RCtv, we also offer programming in English and French for teachers in JK to grade 12, as well as ESL/ELL classes.

Over **19,000 students** from nearly **200 elementary and high schools** participated in NCFD screening events this year.

We curated two special offerings this year for schools:
- A programme of Indigenous-made short films
- A programme of Earth Day-themed short films

**National Canadian Film Day gives our small, rural school an opportunity to engage with a cross-Canada event that is relevant and exciting!**

— Teacher at Elm Creek School, Elm Creek, MB
To accompany these curated short film programmes, we created a package of lesson plans, games and activities to make the day even more special for K-8 students.

The largest single event took place in the Ottawa area, where around 80 teachers and 3,000 elementary school students from several schools watched our curated programme of Indigenous-made short films. Classes held discussions and took part in learning activities inspired by the films.

In addition to our curated short film programmes, the top features selected this year were:

- Inside Hana’s Suitcase
- The Whale
- The Rocket
- Angry Inuk
- Sharkwater
National Canadian Film Day: Grade-Eh Cinema from Sun-Up to Sundown.

— Jim Slotek, Original Cin
BROADCAST & STREAMING
Our broadcast and streaming partners broadened their participation in 2022, making it even easier for Canadians to watch a Canadian film on NCFD.

Broadcast partner Hollywood Suite embraced our Spotlight and programmed 24 hours of Indigenous-made films from Canada, in addition to featuring Canadian films on all of their channels.
We were also delighted to work with some new broadcast and streaming partners in 2022. The new Inuktitut-language station, Uvagut TV, broadcast four films on NCFD, while Game TV and The Roku Channel joined as new streaming partners with a broad spectrum of films.

Not to be outdone, Super Channel ran 24 hours of Canadian films on NCFD.
Netflix started off the morning of April 20 with a big announcement of 21 new Canadian films debuting on Netflix Canada that day as part of a new collection, Celebrating Canadian Films, that includes more than 100 titles. Netflix also posted #CanFilmDay recommendations from their top Canadian talent, including Maitreyi Ramakrishnan, Robbie Amell, Marie-Évelyne Lessard and Shamier Anderson.
National Canadian Film Day provides a unique opportunity for the on-air community to come together in celebration of Canadian film. Participants included no fewer than twenty-eight streaming services and fourteen broadcasters.

STREAMING PARTNERS

Netflix  
Crave  
Gem  
Hollywood Suite 
Encore+  
Lumi  
Shudder  
Amazon Prime Video  
YouTube  
TVO  
Microsoft  
Google Play  
Cineplex Store 
MUBI  
Hoopla  
Tiff  
Apple TV+  
Crave

BROADCAST PARTNERS

Corus  
Super Channel  
The Roku Channel  
Gametv  
CHCH  
Outtv  
Blue Ant Media  
WildBrain  
APTN  
APTNtv

Watch Restless River tonight at 9:00 pm on all APTN channels and celebrate #CanFilmDay with us! A young Inuit woman navigates the social norms of colonizers and the reality of her family situation in 1940s Nunavik.
What a wonderful opportunity for our Seniors to view some top notch Canadian made films. This is an excellent program that needs to continue.

— Andover Terrace Retirement Resort, Salmon Arm, BC
SCREENING PARTNER
RESOURCES
ONLINE PARTY KIT

We updated our always-popular Online Party Kit with new celebrity face masks, a Spotlight Films Watchlist for viewers to check off as they watched, and a Word Search.

We also brought back the Social Press Kit and a digital toolkit that included graphic assets, sample posts and information on NCFD. The toolkit was distributed to all sponsors and supporters, as well as our hundreds of community screening partners.

National Canadian Film Day provides a wonderful opportunity to enjoy Canadian film and for Canadian film to get exposure to new audiences. It’s a wonderful Canadian party experience, with celebrity face masks of Simu Liu, Sandra Oh, Tantoo Cardinal, Bob & Doug McKenzie, Catherine O’Hara, Eugene Levy & others. Plus we made origami moose and popcorn boxes!”

— National Association of Japanese Canadians, Winnipeg, MB
We also updated our Instagram filter and games, providing many options for our screening partners to make NCFD more interactive, engaging and fun for their audiences!
We had more interactive social media games than ever before, and our #CanFilmDay gif library has garnered over 90 MILLION VIEWS.
The occasion offers a perfect opportunity to reflect on where the country’s film community is at, and where it might be going.

— Barry Hertz, The Globe and Mail

It's your patriotic duty to watch a Canadian movie that day.

— Liz Braun, Postmedia
MEDIA COVERAGE HIGHLIGHTS

From zombie drama ‘Blood Quantum’ to Canadian Screen Award winner ‘Scarborough,’ movies to watch on National Canadian Film Day

By Marika Zarowsky Spouls, the Star

On April 19, 2022, 2:04 am, read

15+ MILLION views of 435 media stories

On National Canadian Film Day 2022, here are reasons to cheer, and fear for, our homegrown industry

BARRY HERTZ

PUBLISHED APRIL 20, 2022

However you celebrate NCFD, the occasion offers a perfect opportunity to reflect on where the country’s film community is at, and where it might be going.

LEVEL: FILM

The ninth annual edition of National Canadian Film Day (NCFD) on Wednesday arrives at a rather confusing time. On the one hand, theatres are now open across the country and seem
National Canadian Film Day Highlights

In celebration of National Canadian Film Day, which shines the spotlight on Indigenous filmmakers, ET Canada's Morgan Hoffman catches up with Tracey Deer, the director behind the Canadian Screen Award-winning film "Beans".

Calgary Herald

Free movies for you on National Canadian Film Day

National Canadian Film Day puts spotlight on emerging and established Indigenous filmmakers

Film screenings and streaming happening April 20
Brotherhood & Angelique’s Isle – Now available for Streaming Free

National Canadian Film Day, presented by Reel Canada, is a massive one-day, coast-to-coast-to-coast celebration of Canadian cinema. With the weather turning stormy today – perhaps a movie night featuring movies filmed on the shores of Lake Superior may be just the thing to watch tonight.

Two films in particular may be of interest in this year’s choices:

Brotherhood takes place in 1926 and follows a band of teenage boys who set out across Ontario’s Balsam Lake in a 30-foot war canoe, with two canoe leaders, and are capsized by a deadly summer storm. Principal filming took place at Michipicotte First Nation.

Angelique’s Isle is based on a true story set in 1849, the film stars Julio Jones as Angelique Mot, an Anishinaabe woman who accompanies her voyageur husband Charlie (Charlie Carrick) on an expedition to search for potential mining sites during the Copper Rush, only to be abandoned on an island in Lake Superior.

Celebrate National Canadian Film Day at the library

The virtual watch party will be held on April 20.

SooToday Staff
Apr 11, 2023 12:56PM
SOCIAL MEDIA HIGHLIGHTS

11.5+ MILLION social media impressions of our promotional video

nearly 16 MILLION YouTube, Facebook & Twitter impressions

#3 TRENDING hashtag on Twitter

3500 followers added to our TikTok account

On National Canadian Film Day 2022, here are reasons to cheer, and fear for, our homegrown industry.
"curls up with blanket and tea" so what are we all watching for #CanFilmDay?

11:10 PM · 2022-04-20 · Twitter Web App

Join the party! Today is @canfilmday and you can join a celebration happening across the country and around the world! It's not too late to participate, all you have to do is find a great Canadian movie to watch by visiting canfilmday.ca #CanFilmDay

9:35 AM · 2022-04-20 · Twitter Web App

Happy #CanFilmDay! Here are reasons to cheer for, and fear for, our country’s film industry.

theglobeandmail.com/arts/film/arti...

7:21 AM · Apr 20, 2022 from Toronto, Ontario · Twitter for iPhone

Less than a week till National Canadian Film Day!

Presented by @REELCANADA, #NCFD is a celebration of Canadian cinema. This year’s focus? Indigenous Voices, presented in association with @imagineNATIVE!

Look out for in-person and virtual activities → canfilmday.ca

Happy National Canada Film Day! What’s your favorite Canadian film? Did you know that a huge number of American TV shows are filmed in Canada? What movie will you watch tonight? #CanFilmDay #JourCineCan @CanFilmDay
Check out our Moment for just a smattering of the Canadian films streaming for free on CBC Gem this Canadian Film Day (and every day).

And there are so many more. Ask us for recommendations!

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HAPPY #NATIONAL CANADIAN FILM DAY Movie Lovers! 📽️❤️🇨🇦

It's the day we've all been waiting for. Stream it, screen it, binge it... just be sure you are watching a great Canadian Film today!
PROMOTIONAL VIDEO

Every year, we create a promotional video for NCFD that is played nationwide by many of our broadcast and streaming partners, as well as in the preshow at Cineplex and Landmark cinemas across the country for the month leading up to NCFD.

This year, in addition to our full-length (30 second) video, we created three unique 15-second versions using different aspects of our key messaging. All the videos sparked conversation on social media and proved to be extremely successful in engaging our audience.

The campaign garnered over **11.5 million** impressions online.

CLICK HERE TO WATCH
ADVERTISING CAMPAIGN

As part of our extensive advertising campaign, which included targeted social media advertising, we also placed NCFD ads in Playback and The Walrus. Landmark Cinemas featured banner ads on their website, and we once again placed multiple NCFD billboards in Dundas Square in Toronto, thanks to a partnership with Branded Cities.
The quality of the selection & the professionalism of the staff at REEL CANADA make this event a pleasure to participate in, from the initial planning stages right up to the night of the screening. We look forward to it every year!

— Andrew & Laura McCain Public Library, Florenceville, NB
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Jason Ryle (Anishinaabe)

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Clement Virgo  
Karen Walton  
Janelle Wookey (Métis)
Executive Director: Jack Blum
Artistic Director: Sharon Corder

Director of Operations & Festivals: Jenna Hijazi
Director of National Canadian Film Day & Special Projects: Katarina Gligorijevic

NCFD Senior Programmer: Ravi Srinivasan
NCFD 2022 Panel Events Producer: Michelle van Beusekom
NCFD Senior Coordinator: Teresa Horosko
NCFD Coordinators: Kenzia Dalie, Alice Lockwood, Andrea Nirmala Widjajanto
Bilingual & International Coordinator: Laura Chaignon
Festivals Coordinator: Ben Whyte

ADMINISTRATION & PROGRAMMING
Administrative and Programming Director: Alison Zemell
Programming Manager: Eric Tisch
Programming Consultant, Quebec: Martin Bilodeau
Administrative Coordinator: Daniel McGuire

DEVELOPMENT
Partnership Development: Dianne Schwalm
Development & Festivals Coordinator: Eda Ataergin

INDIGENOUS FILM PROGRAMME
Indigenous Film Programme Manager: Ariel Smith (nēhiyaw)

TECHNICAL PRODUCTION
Technical Director: Mark Meeks

COMMUNICATIONS
Communications Managers: Kerry Kupecz, Rebecca Poier
Graphic Designer: Chantal Speirs (Anishinaabe)
Video Production: MXL Media
Senior Communications Coordinator: Cait MacMullin
Communications Coordinator: Alicia Lapeña-Barry
Digital Strategy Consultant: Andrew Escobar
Website Consultant: Arshile Egoyan

OUTREACH
Outreach Manager: Diriye Hassan
Outreach Coordinators: Charlene Nguyen, Cameron Varga
Outreach Support: Terri Cherniack, Angie Gei

EDUCATIONAL RESOURCES
Educational Resources Manager: Joshua Bertram

Additional NCFD support provided by the Reel Opportunities team:
Manager: Pari Ludin
Senior Coordinator: Sadiah Rahman
Coordinators: Austin MacDonald, Ettie Nxumalo, Julia Pappo
Thank you NCFD for the opportunity to participate in this wonderful program again this year. We look forward again to next year.

— Mount Royal Care Centre, Calgary, AB
National Canadian Film Day Highlights

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2022 Spotlight presented in association with imagineNATIVE Film and Media Arts Festival.
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- Amazon STARZ
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THANK YOU!