

National Canadian Film Day Returns!

Digital Assets for Screening Partner Support, Apr 19, 2023

OVERVIEW

REEL CANADA is excited to announce the 10th anniversary of our annual National Canadian Film Day (CanFilmDay), which has taken root as our largest annual celebration of Canadian culture. CanFilmDay is about giving Canadians an opportunity to gather together (in person or virtually) and celebrate the incredible achievements of the nation's filmmakers. Every year, hundreds of screenings take place on every conceivable platform and at every conceivable venue. This year, CanFilmDay will take place on Wed. April 19th, 2023, when Canadians everywhere will be watching a great Canadian film.

More information about the event, including a party kit, is available at canfilmday.ca

KEY DATES

- Wed. April 19, 2023

SOCIAL MEDIA

Please use the hashtag #CanFilmDay in any social media posts

Links to CanFilmDay social media accounts:

[FACEBOOK](#) / [INSTAGRAM](#) / [TWITTER](#) / [TIKTOK](#)

Maurice the Moose, the CanFilmDay mascot, is now on [INSTAGRAM](#), [FACEBOOK](#), and [TWITTER](#)

Please find social media assets, posters, and other files [HERE](#)

CanFilmDay gifs can be found [HERE](#)

Links for customizable Canva assets:

[Social Post](#)
[Posters](#)

CanFilmDay promo on YouTube: Coming in early April

SAMPLE SOCIAL MEDIA POSTS

FACEBOOK / INSTAGRAM / TWITTER

Before April 19:

- Wednesday, April 19th, is @canfilmday! Join us for an All You Can Watch Buffet of Canadian films. (Fill in the details about your event) #CanFilmDay
- The 10th anniversary of @canfilmday is on Wednesday, April 19! We're celebrating by screening (insert film) on (Fill in the details about your event). #CanFilmDay
- It's the 10th anniversary of @Canfilmday and they're cooking up an extravagant buffet of cinematic delights! Take a peek at the spotlight - it has something for every taste. We'll be screening (Fill in the details about your event) #CanFilmDay
- The largest celebration of Canadian culture— @canfilmday – is celebrating its 10th anniversary on Wednesday, April 19, and you can be a part of it! Join the party and watch (Fill in the details about your event). #CanFilmDay
- April 19 is @canfilmday! The world's biggest Canadian film festival involves delicious Canadian films all day. Join us for a special screening of (Fill in the details about your event) #CanFilmDay
- @canfilmday - our largest celebration of Canadian culture - is happening on Wednesday, April 19, and we are excited to participate! Join us for a special screening of (Fill in the details about your event) #CanFilmDay
- This year, hundreds of live and virtual screenings of Canadian films are taking place everywhere on Wednesday, April 19, for the 10th anniversary of @canfilmday. We're excited to host a screening of (Fill in the details about your event) #CanFilmDay

On April 19:

- The 10th anniversary of @canfilmday is here! We're celebrating with a special screening of (Fill in the details about your event) #CanFilmDay
- Do you love Canadian films? Well it's @canfilmday and we're celebrating with (Fill in the details about your event) #CanFilmDay
- Think Canada is a great place to live? It's @canfilmday so enjoy what we have to offer - watch a great Canadian film! We're screening (Fill in the details about your event) #CanFilmDay
- Today is @canfilmday and you can join the coast-to-coast-to-coast party featuring an All You Can Watch Buffet of Canadian films. It's not too late to join the party, we'll be screening (Fill in details about your event). #CanFilmDay

- Do you love movies? How about free movies? Today is @canfilmday, so join us at our free screening of (Fill in the details about your event)! Visit canfilmday.ca for all the details. #CanFilmDay

Avant le 19 avril :

- Le mercredi 19 avril, célébrez avec nous le 10^e anniversaire de la Journée du cinéma canadien – @JourCineCan –, un événement incontournable qui fait briller la culture canadienne de tous ses feux ! Joignez-vous à la fête et regardez (ajoutez les détails de votre événement). #JourCineCan
- Pour célébrer le 10^e anniversaire du @JourCineCan, des centaines de films canadiens seront diffusés le mercredi 19 avril dans le cadre d'événements virtuels et en salle, présentés partout au pays. Nous sommes heureux de participer à cet événement unique avec la projection de (ajoutez les détails de votre événement) #JourCineCan

Le 19 avril :

- C'est aujourd'hui, le 10^e anniversaire de la Journée du cinéma canadien ! Célébrez le @JourCineCan avec nous en participant à l'événement que nous avons organisé pour l'occasion, une projection spéciale du film (ajoutez les détails de votre événement) #JourCineCan.
- Vous aimez les films canadiens ? C'est aujourd'hui, la Journée du cinéma canadien – @JourCineCan – et nous la célébrons avec (ajoutez les détails de votre événement) #JourCineCan

After April 19:

- Thanks to everyone who joined us for #CanFilmDay! (Fill in the details about your event)
- Just like that, @canfilmday is over! We had a blast screening (Fill in the details about your event). What did you watch for #CanFilmDay?
- That's a wrap on @canfilmday! We enjoyed eating up so many amazing Canadian films and had a great time screening (Fill in the details about your event).

NEWSLETTER COPY

The tenth anniversary of the annual CanFilmDay, presented by REEL CANADA, takes place on Wednesday, April 19th! And they're throwing a party! A really big party, with an All You Can Watch Buffet of Canadian film. Featuring a sweet spread of hundreds of free Canadian film

NATIONAL CANADIAN FILM DAY

screenings taking place from coast to coast to coast and around the world. You can find more information at canfilmday.ca.