

National Canadian Film Day Returns! Digital Assets for Screening Partner Support, Apr 17, 2024

OVERVIEW

REEL CANADA is excited to announce this year's edition of National Canadian Film Day (CanFilmDay), which has taken root as our largest annual celebration of Canadian culture. Launched in 2014, CanFilmDay has given hundreds of thousands of Canadians an opportunity to gather together to celebrate our stories and the incredible achievements of our filmmakers. Every year, screenings take place on every conceivable platform and at every conceivable venue. This year, CanFilmDay will take place on **Wed. April 17th, 2024**, 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 17, 2024

SOCIAL MEDIA

Please use the hashtag #CanFilmDay in any social media posts

Links to National Canadian Film Day social media accounts:

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

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

Please find social media assets and other files [English](#) [French](#)

CanFilmDay gifs can be found [HERE](#)

CanFilmDay promo on [YouTube](#): [English](#) [French](#)

Posters are [HERE](#) or Canva versions [HERE](#) - **for Canva versions, please click on “Use template for new design”**

A template created by Chantal Speirs was shared with you, start designing now



SAMPLE SOCIAL MEDIA POSTS

FACEBOOK / INSTAGRAM / X

Before April 17:

- It's the annual celebration of @canfilmday on Wednesday, April 17th, featuring 50 Canadian Films that A.I. Could Never Make! Join us for a celebration of Canadian cinema — bot free! Visit canfilmday.ca for all the details. #CanFilmDay
- Wednesday, April 17th, is @canfilmday! Join us for a celebration of Canadian cinema. (Fill in the details about your event) #CanFilmDay
- The annual celebration of @canfilmday is on Wednesday, April 17! We're celebrating by screening (insert film) on (Fill in the details about your event). #CanFilmDay
- It's the annual celebration of @canfilmday and we're excited to explore the creativity, diversity, and originality of Canadian filmmakers! We'll be screening (Fill in the details about your event) #CanFilmDay
- The largest celebration of Canadian cinema and culture – @canfilmday – is celebrating on Wednesday, April 17, and you can be a part of it! Join the party and watch (Fill in the details about your event). #CanFilmDay
- April 17 is @canfilmday! The world's biggest Canadian film festival involves incredible 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 17, 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 17, for the annual celebration of @canfilmday. We're excited to host a screening of (Fill in the details about your event) #CanFilmDay

On April 17:

- Today is the annual celebration of @canfilmday! Join their coast-to-coast-to-coast party featuring Films that A.I. Could Never Make. This is an event you don't want to miss! #CanFilmDay
- The annual celebration of @canfilmday is here! We're celebrating with a special screening of (Fill in the details about your event) #CanFilmDay
- Attention Humans! Today is @canfilmday and we're celebrating Films that A.I. Could never make with a screening of, (Fill in the film). Today, we appreciate the creativity of

NATIONAL CANADIAN FILM DAY

Canadian filmmakers & the stories by Canadian humans for Canadian humans.
#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 50 Films that A.I. Could Never Make. 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

After April 17:

- 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 discovering Canadian films and creating a discussion about how A.I. impacts art and film! (Fill in the details about your event).

NEWSLETTER COPY

CanFilmDay, presented by REEL CANADA, takes place on Wednesday, April 17th, and they're celebrating Canadian cinema and culture in a big way!

Check out their spotlight — Films that A.I. Could Never Make. Even with A.I. creeping into all aspects of our lives, no algorithm can replace the passion, soul, and personal vision at the heart of these 50 incredible films made by Canadian humans for Canadian humans.

Featuring free Canadian film screenings taking place from coast to coast to coast and around the world. You're Invited! To learn more visit canfilmday.ca.

CanFilmDay, presented by REEL CANADA, takes place on Wednesday, April 17, and celebrates Canadian film and filmmakers. Join us for CanFilmDay's coast-to-coast-to-coast party! Visit canfilmday.ca for more information.