


# NATIONAL CANADIAN FILM DAY

2023 HIGHLIGHTS



 **A FANTASTIC CELEBRATION  
OF THE POWER OF FILM TO  
UNITE US, TEACH US AND  
INSPIRE US.**  
– Côte Saint-Luc Public Library, QC

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# CANFILMDAY 2023


## BY THE NUMBERS


ESTIMATED  
**2.5 MILLION**   
Canadians watched a Canadian film  
on broadcast and streaming

**3.7 MILLION**   
total circulation of  
print coverage

**80**  
special guests

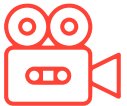
**600+**  
events enhanced with  
guest appearances, videos,  
or special activities


ESTIMATED  
**91,000+**   
audience members  
attended our live events

**1.6 MILLION**   
online views of **322** pieces  
of media coverage

**180+**  
French-language  
events

**300+**  
screenings of  
Indigenous-made films

**1584**   
screenings across Canada  
and around the world

**114**   
international screenings  
in 44 countries

**97%**  
of respondents  
would like to participate  
next year

*It was exciting to know that we were one of  
hundreds of theatres across Canada shining a  
much deserved light on Canadian films.*  
– Sunset Theatre Society, Wells, BC

**1584**  
**EVENTS WORLDWIDE**



**We created an interactive Google map with detailed  
information about our 1584 events worldwide.**

[CLICK HERE TO VIEW THE INTERACTIVE MAP](#)



# LETTER FROM OUR FOUNDERS

Wow. It's amazing to realize that National Canadian Film Day (CanFilmDay) is ten years old.

It has been a wild ride. We are incredibly proud of how much this celebration has grown, and how much it has become an integral part of our annual cultural calendar.

We wanted our tenth anniversary to be more than just a party. We wanted a feast! That's why our spotlight this year was an All You Can Watch Buffet, with truly something for every taste. We had a great deal of fun putting together the menu of offerings, and were delighted to see our partners embrace it with gusto.

This year, CanFilmDay was finally back after three online or hybrid pandemic editions, with nearly all of our 1500+ live events taking place in person. We returned to collective experiences in libraries, community centres, schools, film festivals, legion halls and many other venues.

Canadian cinema also suffered two important losses this year — Gordon Pinsent and Jeff Barnaby — and we honoured them both with nationwide tributes spotlighting their indelible legacies. Another loss, both for Canadian cinema and for the REEL CANADA team personally, was that of our beloved colleague Ravi Srinivasan. His shockingly sudden passing left us having to figure out how to do it all without the invaluable contributions he had made for over a decade.

As for the Day itself, it didn't just exceed our expectations, it blew them up. Our numbers were higher than we could have hoped. Our partnerships with national and provincial networks (of cinemas, artist run centres, friendship centres, retirement residences and others) were stronger. Our reach expanded. Our international presence was larger than ever in our history. And we produced some truly powerful live events.

Don't worry about taking in every detail — there's way too much! Just skim through this report and you'll get a sense of the scope, the engagement, and the fun that was had as National Canadian Film Day turned ten years old.



**Jack Blum**  
Executive Director



**Sharon Corder**  
Artistic Director



# GOVERNOR GENERAL



We were delighted and proud to once again have Canada's Governor General, **Her Excellency the Right Honourable Mary Simon** (Inuk), serve as the Honourary Patron of National Canadian Film Day, for the second consecutive year.

A video message from the Governor General was included as part of CanFilmDay's preshow package and shared on the CanFilmDay social media accounts.

 [CLICK HERE TO WATCH THE VIDEO](#)

*There is joy in creating a story, and there is joy in watching a good story unfold. The story of National Canadian Film Day has been unfolding for a decade now, with each year bringing new joys to audiences across Canada.*

— Canada's Governor General, Her Excellency the Right Honourable Mary Simon, Honourary Patron of National Canadian Film Day 2023





# EXECUTIVE SUMMARY

- Over **1500 events** across Canada and in **44 countries** around the world.
- Over **91,000 people** attended our events in person, and an estimated **2.5 million people** watched a Canadian film on broadcast or streaming.

## Special events included:

- A tribute to the late **Gordon Pinsent**, featuring in person and online screenings across the country, with special guests **Mary Walsh**, **Colm Feore**, and **Peter O'Brian**.
- A tribute to the late Mi'kmaw filmmaker **Jeff Barnaby**, including in person screenings in eight provinces and a gala event in Toronto with **Elle-Máijá Tailfeathers** (Blackfoot/Sámi).
- In Toronto, a special presentation of *Midnight's Children* in partnership with PEN Canada and in support of Salman Rushdie, with **Deepa Mehta** in attendance.
- In Vancouver, CanFilmDay screenings marked the culmination of a month-long Canadian programming spotlight, "Home Truths," scheduled to culminate in CanFilmDay.
- 114 international screenings in 44 countries around the world!
- Partnerships with Cineplex, Landmark, 37 film festivals, 16 TIFF Film Circuit locations, and 58 cinemas that are part of the Network of Independent Canadian Exhibitors, all of which yielded 202 screenings in cinemas across Canada.
- Specially curated programming was provided to several community networks, including 350 retirement residences and long term care homes, Royal Canadian Legions, Canadian Armed Forces bases, Indigenous Friendship Centres, and artist run centres that are part of the ARCA network.

- Over 80 filmmakers, stars and other special guests participated, including **Mark Critch**, **Tracey Deer** (Mohawk), **Atom Egoyan**, **Jennifer Holness**, **Zoe Leigh Hopkins** (Heiltsuk/Mohawk), **Stéphane Lafleur**, **Chandler Levack**, **Don McKellar**, **Richie Mehta**, **Shasha Nakhai**, **Darlene Naponse** (Anishinaabe), **Alanis Obomsawin** (Abenaki), **Anthony Shim**, **Sudz Sutherland**, **Madison Thomas** (Ojibwe/Saulteaux), **Clement Virgo**, **Vinay Virmani**, **Rich Williamson**, and many more.
- Every major broadcaster and streamer in Canada participated by programming a wealth of Canadian content for CanFilmDay.
- The CanFilmDay promotional video reached over 1.2 million people on social media with an engagement rate of over 20%, and the @canfilmday social media accounts had nearly 2.6 million page and post impressions.
- The day generated 322 media stories, reaching 3.7 million people, and achieving 1.6 million views online.



Yonge-Dundas Square, Toronto, ON

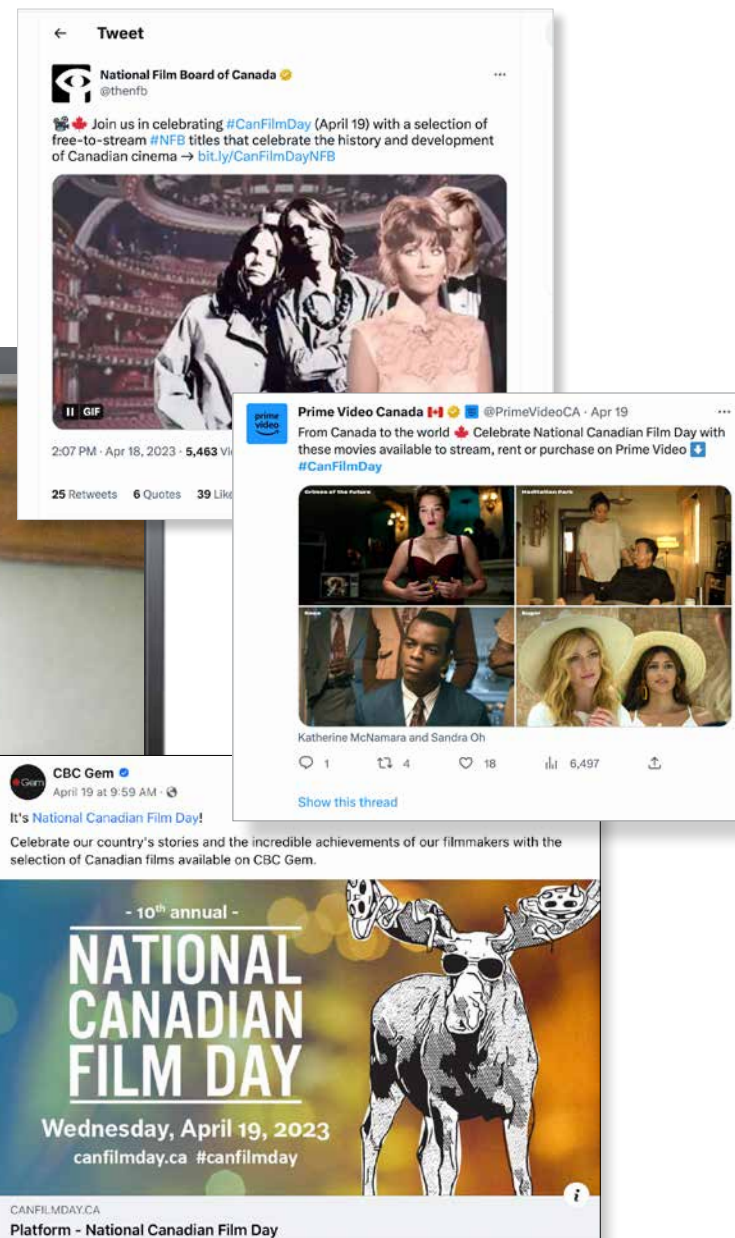


# 2.5 MILLION CANADIANS

estimated total audience on  
streaming and broadcast



Virtually every broadcast and streaming service in the country comes together for National Canadian Film Day by providing unique programming in celebration of Canadian film. In 2023, participants included no fewer than **12 broadcasters** and **23 streaming services**.



## STREAMING PARTNERS



*National Canadian Film Day gives us a huge opportunity to not only celebrate the creativity, diversity and art of the film industry but all other aspects of Canadian life that make us the beautiful nation we are.*

– Windsor Regional Library, Windsor, NS

## BROADCAST PARTNERS





**NATIONAL CANADIAN FILM DAY  
SHINES A SPOTLIGHT ON OUR  
NATION'S INCREDIBLE SCREEN  
HERITAGE, AND FOSTERS A  
DEEP APPRECIATION FOR  
CANADA'S NEXT GENERATION OF  
CINEMATIC TALENTS.**

*– Damon D'Oliveira, producer of Brother*

**UNITING OUR NATION THROUGH FILM**

Scotiabank Theatre, Toronto, ON



# CANFILMDAY INFRASTRUCTURE

## PARTNERSHIPS & NETWORKS FROM 2019 TO 2023

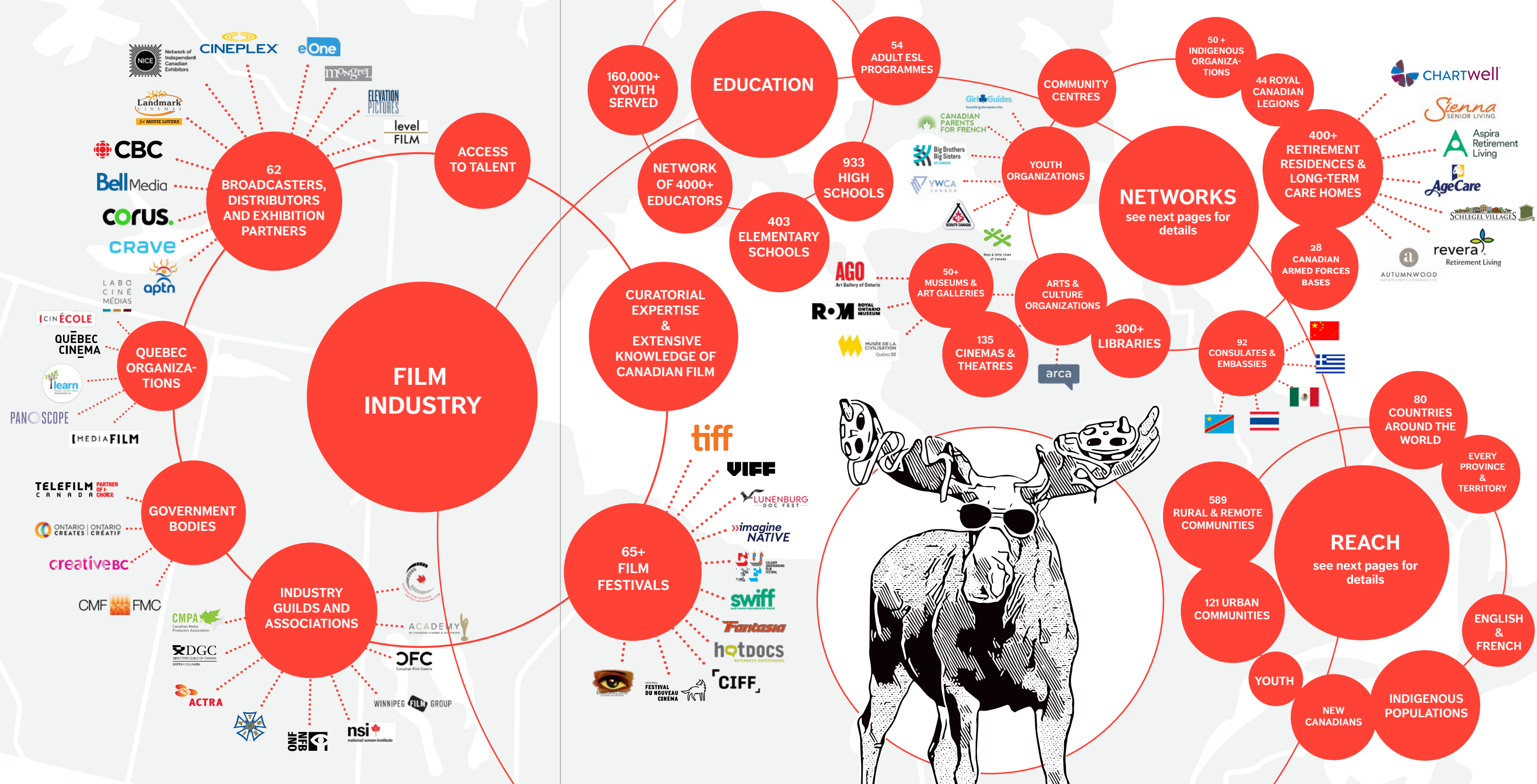
The size and scope of National Canadian Film Day is impossible to put into words, so we're trying to put it into pictures.

CanFilmDay is the hub that connects every corner of the film industry with countless networks of community organizations that serve every segment of the population from youth to seniors, English, French and Indigenous, in communities urban, rural and remote, and in every province and territory.

We hope the following pages communicate the sheer magnitude of the ecosystem in which CanFilmDay exists and operates, a massive network of trusted relationships and partnerships built over the past decade of championing and celebrating Canadian film.

NATIONAL CANADIAN FILM DAY  
IS PROUDLY PRESENTED BY

REEL CANADA





NATIONAL AND INTERNATIONAL NETWORKS

Youth Organizations:

- Big Brothers Big Sisters of Canada
- Girl Guides of Canada
- Scouts Canada
- Boys & Girls Clubs of Canada
- YWCA
- Canadian Parents for French
- Kiwanis Clubs

400+ Retirement Residences and Long Term Care Homes including:

- Chartwell Retirement Homes
- Revera Living
- Sienna Senior Living
- Aspira Retirement Living
- AgeCare
- Schlegel Villages

Government Bodies:

- Department of Canadian Heritage
- Global Affairs Canada
- Indigenous and Northern Affairs Canada
- Parks Canada
- Canada Border Services Agency

92 Consulates and Embassies including:

- |                                    |                   |                        |
|------------------------------------|-------------------|------------------------|
| • Algeria                          | • Iraq            | • Sri Lanka            |
| • Argentina                        | • Ireland         | • Sweden               |
| • Australia                        | • Italy           | • Taiwan               |
| • Austria                          | • Jamaica         | • Tanzania             |
| • Belgium                          | • Jordan          | • Thailand             |
| • Bénin                            | • Kuwait          | • Tunisia              |
| • Bolivia                          | • Laos            | • Turkey               |
| • Brazil                           | • Latvia          | • Ukraine              |
| • Burkina Faso                     | • Lebanon         | • United Arab Emirates |
| • Cameroon                         | • Lithuania       | • United Kingdom       |
| • Chile                            | • Luxembourg      | • USA                  |
| • China                            | • Macau           | • Uruguay              |
| • Colombia                         | • Maldives        | • Vietnam              |
| • Democratic Republic of the Congo | • Mali            | • Zambia               |
| • Costa Rica                       | • Mexico          |                        |
| • Czech Republic                   | • Montenegro      |                        |
| • Denmark                          | • Mozambique      |                        |
| • Dominican Republic               | • Nepal           |                        |
| • Ecuador                          | • Netherlands     |                        |
| • El Salvador                      | • New Zealand     |                        |
| • Estonia                          | • Nicaragua       |                        |
| • Fiji                             | • Nigeria         |                        |
| • France                           | • North Macedonia |                        |
| • Germany                          | • Norway          |                        |
| • Greece                           | • Panama          |                        |
| • Guatemala                        | • Paraguay        |                        |
| • Haiti                            | • Peru            |                        |
| • Honduras                         | • Philippines     |                        |
| • Hong Kong                        | • Poland          |                        |
| • Iceland                          | • Serbia          |                        |
| • India                            | • Singapore       |                        |
| • Indonesia                        | • Slovak Republic |                        |
|                                    | • South Africa    |                        |
|                                    | • Spain           |                        |

50+ Indigenous Organizations including:

- Sâkêwêwak First Nations Artist Collective (Regina, SK)
- Kwanlin Dün Cultural Centre (Whitehorse, YT)
- Wanuskewin Heritage Park (Saskatoon, SK)
- Northern Village of Kuujjuaq (Kuujjuaq, QC)
- High Level Native Friendship Centre Society (High Level, AB)
- Wiikwedong Arts Collective (Kettle Point First Nation, ON)
- Ashukan Cultural Space (Montréal, QC)
- Dreamspeakers Festival Society (Edmonton, AB)
- imagineNATIVE (Toronto, ON)
- Bonnyville Canadian Native Friendship Centre (Bonnyville, AB)
- North Bay Indigenous Friendship Centre (North Bay, ON)
- M'Wikwedong Indigenous Friendship Centre (Owen Sound, ON)
- Northwestern Ontario Metis Child and Family Services (Dryden, ON)
- Aboriginal Front Door Society (Vancouver, BC)
- Debajehmujig Creation Centre (Manitowaning, ON)
- Wawasayg Festival & Zakide Collective (Sturgeon Falls, ON)
- Woodland Cultural Centre (Brantford, ON)
- First People's Cultural Council (Brentwood Bay, BC)
- OCAD U Indigenous Visual Culture Program (Toronto, ON)
- Michipicoten First Nation (Wawa, ON)
- Urban Native Youth Association (Vancouver, BC)
- Indigenous Initiatives Student Law Group (Windsor, ON)
- Can-Am Indian Friendship Centre (Windsor, ON)
- The Pas Friendship Centre Inc. (The Pas, MB)
- Squamish Lil'wat Cultural Centre (Whistler, BC)
- Mi'kmaq Family Resource Centre (Charlottetown, PE)
- Mi'kmaq Heritage Actors (Winsloe South, PE)
- First Light (St. John's, NL)
- Urban Indigenous Education Centre (Toronto, ON)
- Rossbrook House (Winnipeg, MB)

50+ Museums & Art Galleries including:

- Niagara Artists Centre (St. Catharines, ON)
- Struts Gallery (Sackville, NB)
- Centre Materia (Quebec, QC)
- Modern Fuel Artist-Run Centre (Kingston, ON)
- Royal BC Museum and BC Archives (Victoria, BC)
- Climax Community Museum (Climax, SK)
- The Brown Homestead (St. Catharines, ON)
- Wallaceburg and District Museum (Wallaceburg, ON)
- Kamloops Art Gallery (Kamloops, BC)
- Bruce County Museum and Cultural Centre (Southampton, ON)
- Gibson House Museum (Toronto, ON)
- New Iceland Heritage Museum (Gimli, MB)
- Galloway Station Museum (Edson, AB)
- Sault Ste. Marie Museum (Sault Ste. Marie, ON)
- Museum of the Highwood (High River, AB)
- Dalnavert Museum (Winnipeg, MB)
- Bill Reid Gallery of Northwest Coast Art (Vancouver, BC)
- Art Gallery of Greater Victoria (Victoria, BC)
- Creative Nomad Studios (Orillia, ON)
- The Bows (Calgary, AB)
- TELUS World of Science (Edmonton, AB)
- Nunatta Sunakkutaangit Museum (Iqaluit, NU)
- Canadian Museum for Human Rights (Winnipeg, MB)
- Didsbury and District Historical Society (Didsbury, AB)
- Buffalo Nations Museum (Banff, AB)
- The Muse (Kenora, ON)

300+ Libraries including:

- Canadian Federation of Library Associations
- Atlantic Provinces Library Association
- British Columbia Library Association
- Manitoba Library Association
- Newfoundland and Labrador Library Association
- Ontario Library Association
- Saskatchewan Library Association

135 Cinemas & Theatres including:

- |   |   |
|---|---|
| • First Ontario Performing Arts Centre (St. Catharines, ON) | • The Screening Room Movie Theatre (Kingston, ON) |
| • Hearst Theatre (Hearst, ON)                               | • Lyceum Theatre (Gull Lake, SK)                  |
| • Tillicum Twin Theatres (Terrace, BC)                      | • Cinéma du Musée (Montréal, QC)                  |
| • Princess Cinemas (Waterloo, ON)                           | • Cinéma Beaubien (Montréal, QC)                  |
| • The Plaza Theatre (Calgary, AB)                           | • Carbon Arc Cinema (Halifax, NS)                 |
| • The Movie Mill (Lethbridge, AB)                           | • Cinéma Public (Montréal, QC)                    |
| • The Bailey Theatre (Camrose, AB)                          | • The Little Prince Cine-Lounge (Stratford, ON)   |
| • Beacon Theatre (Burns Lake, BC)                           | • City Cinema (Charlottetown, PE)                 |
| • Cinéma du centre (Caraquet, NB)                           | • Paraloeil (Rimouski, QC)                        |
| • Cinematheque Vancouver (Vancouver, BC)                    | • Kiwanis Theatre (Chatham, ON)                   |
| • Hollywood 3 Cinemas (Pitt Meadows, BC)                    | • The Gorge Cinema (Elora, ON)                    |
| • Metro Cinema (Edmonton, AB)                               | • The Park Theatre (Winnipeg, MB)                 |
| • The Garrick Theatre (Bonavista, NL)                       | • Film.ca Cinemas (Oakville, ON)                  |
| • The Royal Theatre (Toronto, ON)                           | • Neepawa Roxy Theatre (Neepawa, MB)              |
| • Sudbury Indie Cinema (Sudbury, ON)                        | • Paramount Theatre (Thunder Bay, ON)             |
| • Indian Head Grand Theatre (Indian Head, SK)               |   |
| • Star Cinema (Sidney, BC)                                  |   |
| • Hyland Cinema (London, ON)                                |   |
| • Revue Cinema (Toronto, ON)                                |   |
| • Countryfest Community Cinema (Dauphin, MB)                |   |
| • Fox Theatre (Toronto, ON)                                 |   |
| • ByTowne Cinema (Ottawa, ON)                               |   |
| • Westdale Theatre (Hamilton, ON)                           |   |
| • Cinecenta Films (Victoria, BC)                            |   |
| • The Bookshelf Cinema (Guelph, ON)                         |   |

44 Royal Canadian Legions  
28 Canadian Armed Forces Bases





# FILM INDUSTRY PARTNERSHIPS

## Quebec Organizations:

- Cinemedia
- Quebec Cinema
- MediaFilm
- Learn Quebec
- Panoscope
- CinÉcole

## Government Bodies:

- Telefilm Canada
- CMF
- Ontario Creates
- Creative BC
- NWT Film Commission
- Manitoba Film & Sound
- Yukon Media Development
- The Thompson-Nicola Film Commission
- Department of Canadian Heritage
- Ontario Arts Council

## 65 + Film Festivals including:

- Chilliwack Arts Council Film Festival (Chilliwack, BC)
- Okotoks Film Festival (Okotoks, AB)
- Cinéfranco (Toronto, ON)
- Vox Popular Media Arts Festival (Thunder Bay, ON)
- Oakville Festivals of Film & Art (Oakville, ON)
- The Emerging Lens Cultural Film Festival (Halifax, NS)
- Canada China International Film Festival (Montréal, QC)
- Saskatoon Fantastic Film Festival (Saskatoon, SK)
- Bay of Blood Film Festival (North Bay, ON)
- St. John's International Women's Film Festival (St. John's, NL)
- Canadian Film Fest (Toronto, ON)
- Gimli Film Festival (Gimli, MB)
- Ottawa Canadian Film Festival (OCanFilmFest) (Ottawa, ON)
- Fantasia International Film Festival (Montréal, QC)
- Available Light Film Festival (ALFF) (Whitehorse, YT)
- Toronto Jewish Film Festival (Toronto, ON)
- Milton Film Festival (Milton, ON)
- Reel Asian International Film Festival (Toronto, ON)
- Nickel Independent Film Festival (St. John's, NL)
- South Western International Film Festival (Sarnia, ON)
- Dawson International Short Film Festival (Dawson, YT)
- New West Film Fest (Burnaby, BC)
- Whistler Film Festival (Whistler, BC)
- Calgary Underground Film Festival (CUFF) (Calgary, AB)
- Calgary International Film Festival (Calgary, AB)
- Dreamspeakers Festival Society (Edmonton, AB)
- Festival du nouveau cinéma de Montréal (Montréal, QC)
- Vancouver Asian Film Festival (Vancouver, BC)
- Regent Park Film Festival (Toronto, ON)
- Western Arctic Moving Pictures (WAMP) (Yellowknife, NT)
- Vancouver Asian Heritage Month Society (Vancouver, BC)
- Hamilton Film Festival (Ancaster, ON)
- Toronto International Film Festival (Toronto, ON)
- Rendez-vous du cinéma québécois (Montréal, QC)
- Inside Out Film Festival (Toronto, ON)
- Yorkton Film Festival (Yorkton, SK)
- Northwest Fest (Edmonton, AB)
- Asinabka Film & Media Arts Festival (Ottawa, ON)
- imagineNATIVE (Toronto, ON)
- Hot Docs (Toronto, ON)
- Victoria Film Festival (Victoria, BC)
- Barrie Film Festival (Barrie, ON)
- Vancouver International Film Festival (Vancouver, BC)
- Lunenburg Doc Fest (Bridgewater, NS)
- Kingston Canadian Film Festival (Kingston, ON)

## Distributors:

- Elevation Pictures
- eOne
- Isuma
- LevelFILM
- Maison 4:3
- Mongrel Media
- NFB
- A-Z Films
- Axia Films
- Criterion Pictures
- La Distributrice de films
- Entract Films
- EyeSteelFilm
- Filmoption International
- Les films de ma vie/les films d'aujourd'hui
- Les Films du 3 Mars
- Les Films Opale
- Les Films Séville
- Films We Like
- Fragments Distribution
- FunFilm Distribution
- Gametheory Films
- H264
- Indiecan Entertainment
- K-Films Amérique
- Métropole Films Distribution
- Photon Films
- Rhombus Media
- Sphere
- Spira
- Sullivan Entertainment
- TVA Films
- Verité Films
- Vortex Media
- Vtape
- White Pine Pictures

## Industry Guilds and Associations:

- CMPA
- DGC
- WGC
- ACTRA
- IATSE
- NFB
- NSI
- CFC
- CFI
- Winnipeg Film Group
- Academy of Canadian Cinema & Television
- AFC

## Broadcasters & Streamers:

- |                   |                        |
|-------------------|------------------------|
| • Netflix         | • Family               |
| • CBC Gem         | • SuperEcran           |
| • Hollywood Suite | • WildBrain Television |
| • Encore+         | • CinePop              |
| • CRAVE           | • OUTtv                |
| • APTN            | • Uvagut TV            |
| • APTN Lumi       | • The Roku Channel     |
| • Corus           | • Super Channel        |
| • Blue Ant Media  | • Vision               |
| • Game TV         |                        |
| • CHCH            |                        |

## Exhibition Partners:

- Cineplex
- Landmark Cinemas
- Network of Independent Canadian Exhibitors (NICE)
- Magic Lantern Theatres
- Imagine Cinemas
- Independent Cinemas

## 79 Film Societies and Film Clubs including:

- HUB Film Club (Duncan, BC)
- Monday Night Movies in Tofino (Tofino, BC)
- Hay River Film Society (Hay River, NT)
- New West Film Society (Burnaby, BC)
- Central Canada Film Group (Flin Flon, MB)
- Storytellers Film Festival (The Pas, MB)
- Festival Tower Social Committee (Toronto, ON)
- Lunenburg County Film Series (Lunenburg, NS)
- FAVA - Film and Video Arts Society of Alberta (Edmonton, AB)
- Saskatchewan Filmpool Cooperative (Regina, SK)
- St. Andrews Film Society (St. Andrews, NB)
- Sonic Boom Cinema Club (Toronto, ON)
- Canada Performing Artists Network (Richmond Hill, ON)
- cELLEuloid (Montreal, QC)
- Movie Mondays Victoria (Victoria, BC)
- Celluloid Social Club (Vancouver, BC)
- Future of Film Showcase (Woodbridge, ON)
- Kamloops Film Society (Kamloops, BC)
- Salmar Community Association (Salmon Arm, BC)
- Lakes District Film Appreciation Society (Burns Lake, BC)
- Nelson Civic Theatre Society (Nelson, BC)
- Qathet Film Society (Powell River, BC)
- The Charlottetown Film Society (Charlottetown, PE)
- Yukon Film Society (Whitehorse, YT)
- Antitube (Québec, QC)

NATIONAL  
CANADIAN  
FILM DAY





# A BINGE-WORTHY BUFFET!

– Sonya Davidson, Toronto Guardian



**SPOTLIGHT:**  
**ALL YOU CAN WATCH BUFFET**





Viking (2022)



Maudie (2016)

## SPOTLIGHT: ALL YOU CAN WATCH BUFFET

For our 10th anniversary we wanted to throw a really big party. And for refreshments? A buffet, of course. A giant, mouth-watering All You Can Watch Buffet of Canadian film. One hundred titles representing a broad and diverse cross-section of Canadian films, with ten enticing categories, each featuring ten delectable films. Turn to the next page to see the full list.

**An excellent opportunity to watch Canadian filmmaking at its finest.**

– Big Brothers Big Sisters of Central Plains,  
Portage la Prairie, MB

# 1000+

screenings of this year's  
spotlight films

## TOP 10 FILMS

1. *A Bear Named Winnie*
2. *Maudie*
3. *The Grand Seduction*
4. *Peace By Chocolate*
5. *The Rocket*
6. *J.A. Martin Photographe*
7. *Monsieur Lazhar*
8. *Buffy Sainte Marie: Carry it On*
9. *Strange Brew*
10. *All My Puny Sorrows*



Strange Brew (1983)



Peace By Chocolate (2021)





# 2023 SPOTLIGHT FILMS

The full curated list of all  
**100** films in this year's  
All You Can Watch Buffet

## FOOD FOR THOUGHT

Films that change  
our worldviews

- *Angry Inuk*
- *Anthropocene: The Human Epoch*
- *The Boys of St. Vincent*
- *Crash*
- *Incendies*
- *Kanehsatake: 270 Years of Resistance*
- *No Ordinary Man*
- *Les ordres (Orders)*
- *Outrageous!*
- *Subjects of Desire*

## FARM-TO-TABLE

Films that showcase  
incredible rural landscapes

- *Anne of Green Gables*
- *The Captive*
- *Corner Gas: The Movie*
- *First We Eat*
- *The Grand Seduction*
- *The Grizzlies*
- *J.A. Martin photographe (J.A. Martin Photographer)*
- *Run Woman Run*
- *Sleeping Giant*
- *Still Mine*

## CHAMPAGNE AND CAVIAR

Critically acclaimed award-winners

- *Atanarjuat: The Fast Runner*
- *Away From Her*
- *Les invasions barbares (The Barbarian Invasions)*
- *Juste la fin du monde (It's Only the End of the World)*
- *Monsieur Lazhar*
- *Rebelle (War Witch)*
- *The Red Violin*
- *Room*
- *The Sweet Hereafter*
- *Water*

## THE URBAN GARDEN

Films that feature cities in  
an iconic way

- *Black Cop*
- *The Body Remembers When the World Broke Open*
- *Le confessionnal (The Confessional)*
- *Defendor*
- *Jésus de Montréal (Jesus of Montreal)*
- *Last Night*
- *Meditation Park*
- *My Winnipeg*
- *Rude*
- *waydowntown*

## JELLO SALADS

Belly-jiggling comedies  
and feel-good films

- *Bon Cop Bad Cop*
- *Breakaway*
- *Drinkwater*
- *Goon*
- *Guibord s'en va-t-en guerre (My Internship in Canada)*
- *Love, Sex and Eating the Bones*
- *Menteur (Compulsive Liar)*
- *Starbuck*
- *Strange Brew*
- *Trailer Park Boys: The Movie*

## BUTCHER'S CHOICE

Creepy, spooky and scary horror

- *Les affamés (Ravenous)*
- *Afflicted*
- *The Changeling*
- *Crimes of the Future*
- *The Editor*
- *Hobo with a Shotgun*
- *L'Inhumain (The Inhuman)*
- *La peau blanche (White Skin)*
- *Pin*
- *Slash/Back*

## DINNER WITH A CELEBRITY

Films about a real-life hero or icon

- *A Bear Named Winnie*
- *La Bolduc*
- *Buffy Sainte-Marie: Carry it On*
- *The Grey Fox*
- *Long Time Running*
- *Louis Cyr: l'homme le plus fort du monde (Louis Cyr)*
- *Maudie*
- *Maurice Richard (The Rocket)*
- *Mighty Jerome*
- *Thirty Two Short Films About Glenn Gould*

## FRESHLY PICKED

New releases

- *All My Puny Sorrows*
- *Au revoir le bonheur (Goodbye Happiness)*
- *Black Ice*
- *Brother*
- *I Like Movies*
- *Peace by Chocolate*
- *Riceboy Sleeps*
- *Rosie*
- *To Kill a Tiger*
- *Viking*

## MOLECULAR GASTRONOMY

Weird and wonderful offbeat  
films

- *Crime Wave*
- *Family Viewing*
- *Highway 61*
- *I've Heard the Mermaids Singing*
- *Léolo*
- *Maps to the Stars*
- *The Peanut Butter Solution*
- *Tales from the Gimli Hospital*
- *The Twentieth Century*
- *Zero Patience*

## SPRING HARVEST

Coming-of-age films

- *Antigone*
- *Beans*
- *C.R.A.Z.Y.*
- *Closet Monster*
- *My American Cousin*
- *Nurse.Fighter.Boy*
- *Les Rois Mongols (Cross My Heart)*
- *Scarborough*
- *Weirdos*
- *Wildhood*



Detailed film information and synopses can be found at [canfilmday.ca/spotlight](https://canfilmday.ca/spotlight).



“IT WAS JOYOUS! IT WAS INSPIRATIONAL!  
IT WAS UPLIFTING! THANK YOU REEL  
CANADA FOR INVITING ME!

– Mary Walsh, actor

“WE REALLY TREASURE  
EXPERIENCES LIKE THIS. THEY  
ARE WHAT SEE US THROUGH  
THE TOUGH TIMES IN THIS  
INDUSTRY AND WE SAVE THEM  
FOR A RAINY DAY.

– Shasha Nakhai, co-director, Scarborough

Jason Ryle and Elle-Máijá Tailfeathers



**SPECIAL GUESTS**



# 80+ SPECIAL GUESTS



Zoe Leigh Hopkins



Mark Critch



Mary Walsh and Colm Feore



Atom Egoyan



Jason Ryle and Elle-Máijá Tailfeathers



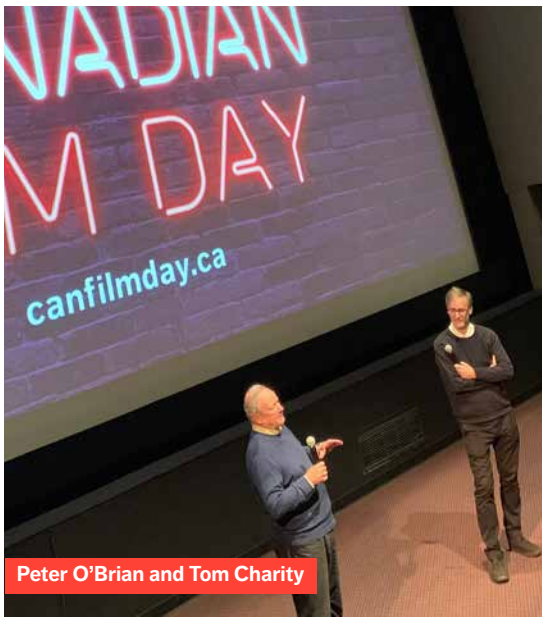
Alanis Obomsawin



Don McKellar



Vinay Virmani (far right ) with (from left): Lee Rumohr, Parminder Singh, Rup Magon, Al Mukadam



Peter O'Brian and Tom Charity



Deepa Mehta



Michael Greyeyes

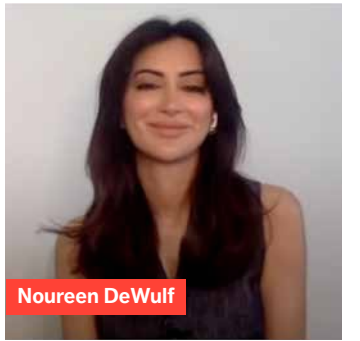
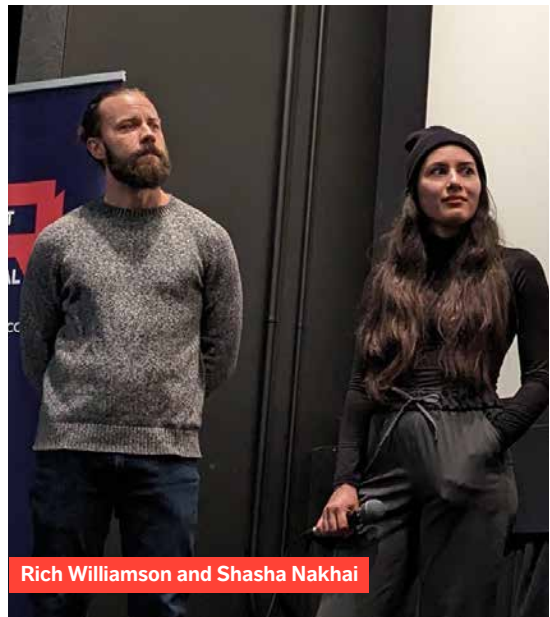


Clement Virgo



Sudz Sutherland





Check out more special guests at [canfilmday.ca/special-quests](https://canfilmday.ca/special-quests).



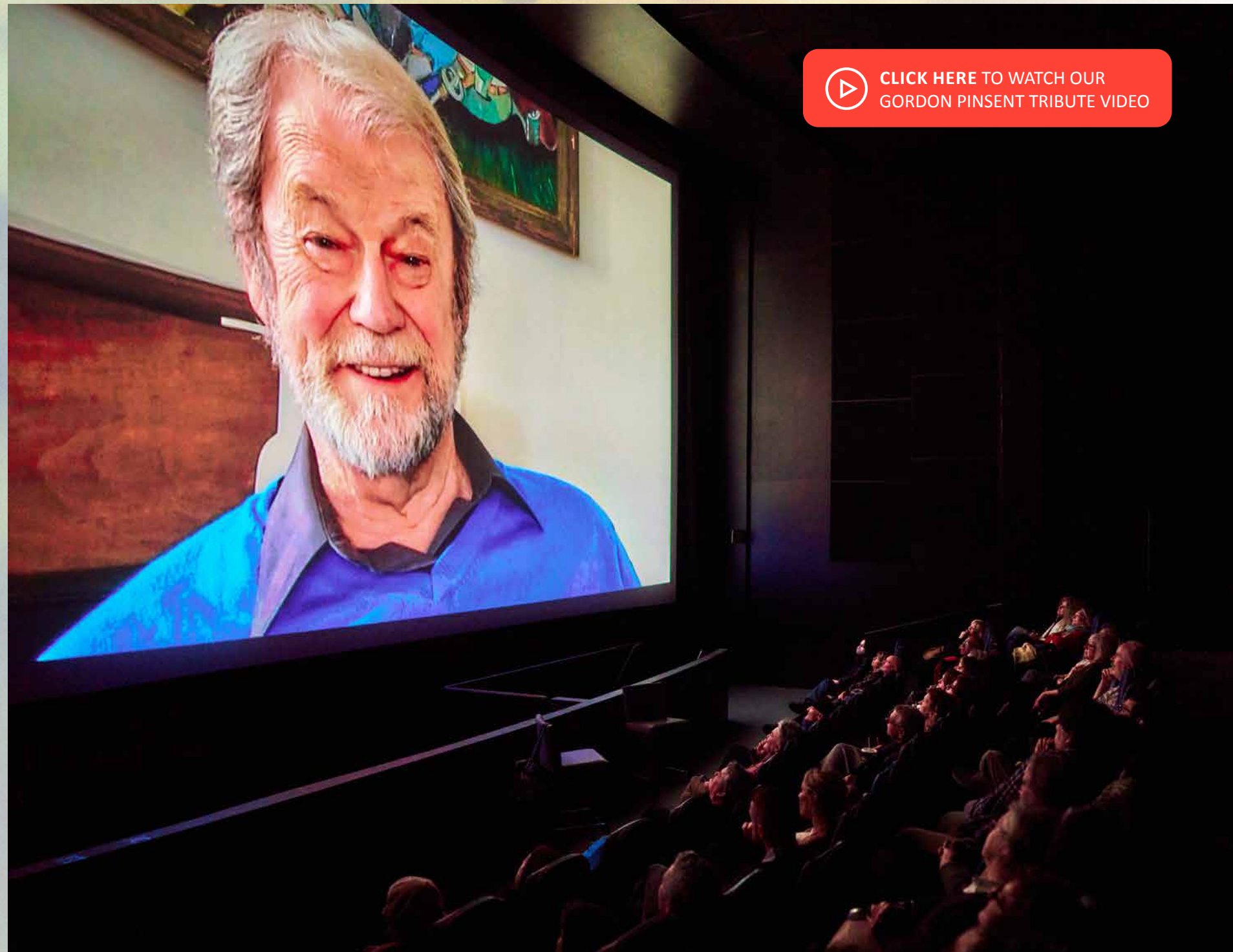
“IT’S A GOOD DAY TO  
CATCH A CANADIAN FILM.

– Liam Lacey, *Original Cin*

The Royal Theatre  
Toronto, ON

PROGRAMMING HIGHLIGHTS





# A TRIBUTE TO GORDON PINSENT

CanFilmDay honoured the passing of screen legend Gordon Pinsent with online offerings and in-person screenings across the country featuring **Colm Feore**, **Mary Walsh**, and **Peter O'Brian**.

Most events screened Pinsent's rarely seen 1987 masterwork, *John and the Missus*.

## TORONTO, ON

At the Scotiabank Theatre, a screening of *John and the Missus* was followed by a funny, insightful and moving conversation with Gordon's old friend and fellow Newfoundlander, comedy icon **Mary Walsh**, hosted by fellow Governor General Award Winner **Colm Feore**.

That screening was part of an all-day Gordon Pinsent marathon featuring classics *The Rowdyman* and *Away from Her* (a screening for new Canadians), as well as a rare showing of an episode from the seminal 1960s series *Quentin Durgens, M.P.*

(continued on next page)

*To attend REEL CANADA's celebration and to see John and the Missus on the big screen again... beautifully restored... was just such a profoundly moving experience.*

– Mary Walsh, actor







## A TRIBUTE TO GORDON PINSENT (CONTINUED)

### OTTAWA, ON

In Ottawa, The Canadian Film Institute presented *John and the Missus*, followed by an online Q&A with **Mary Walsh**.

### VANCOUVER, BC

*John and the Missus* was showcased by VIFF at the Vancity Theatre, followed by an in-person Q&A with producer **Peter O'Brian**.



### GRAND-FALLS-WINDSOR, NL

*Away from Her* was also showcased at the Gordon Pinsent Centre for the Arts in Pinsent's hometown.



### NATIONWIDE

In partnership with FRIENDS, *John and the Missus* was made available to all Canadians, streaming for free on the CanFilmDay digital platform, courtesy of producer **Peter O'Brian**. 1200 members of the organization signed up to watch the screening, which was preceded by a [video conversation](#) between FRIENDS executive director **Marla Boltman** and REEL CANADA executive director **Jack Blum**.





# A TRIBUTE TO JEFF BARNABY

To honour the life and work of visionary Mi'kmaw filmmaker Jeff Barnaby, nationwide screenings of his work took place in seven provinces, and online nationwide, in a tribute supported by Netflix.

In Toronto, REEL CANADA screened Barnaby's brilliant and provocative 2019 horror film, *Blood Quantum*, at a gala event at the Scotiabank Theatre, followed by an in-person discussion with the film's star, **Elle-Máijá Tailfeathers** (Blackfoot/Sámi), moderated by **Jason Ryle** (Anishinaabe). The discussion was also livestreamed to REEL CANADA's YouTube page.

## NETFLIX

 [CLICK HERE TO WATCH THE DISCUSSION](#)



Our sponsor CBC provided *Blood Quantum* ad-free for 24 hours for Canadians to enjoy.

Several more in-person screenings at the following events across the country were preceded by a special tribute video featuring remembrances by friends:

- Vancouver Horror Show Film Festival presents *Blood Quantum* (Vancouver, BC)
- Yukon Film Society presents *Rhymes for Young Ghouls* (Whitehorse, YT)
- HEX After Dark presents *Blood Quantum* (Calgary, AB)
- Saskatoon Fantastic Film Festival presents *Blood Quantum* (Saskatoon, SK)
- Terror in the Bay presents *Blood Quantum* (Thunder Bay, ON)
- Halifax Horror Film Festival presents *Blood Quantum* (Halifax, NS)
- St. Michael's Printshop & Eastern Edge Gallery present *Rhymes for Young Ghouls* (St. John's, NL)

“Thrilled that CanFilmDay reached out to partner with us to screen *Blood Quantum*, and they created such a wonderful tribute reel to Jeff Barnaby, the remarkable filmmaker! The audience loved the experience!”

– Halifax Horror Society/Halifax Horror Film Festival, Halifax, NS



 [CLICK HERE TO WATCH OUR JEFF BARNABY TRIBUTE VIDEO](#)

**SPECIAL THANKS** to Sarah Del Seronde and John Christou, for the help and guidance they provided on this tribute, and especially for the priceless footage of Jeff.



# CHIEN BLANC ACROSS QUEBEC

In partnership with Médiafilm, screenings of the popular film *Chien Blanc* (White Dog) were followed by a pre-recorded interview with director **Anaïs Barbeau Lavalette**, screened in independent cinemas in ten communities across Quebec.

- Capitol, Drummondville (Centre du Québec)
- Carrefour du Nord, St-Jérôme (Laurentides)
- Cinéma Alma, Alma (Saguenay-Lac St-Jean)
- Cinéma Public, Montréal
- Cinéma St-Eustache, St-Eustache (Laurentides)
- Élysée, Granby (Eastern Townships)
- Fleur de Lys, Trois-Rivières (Mauricie)
- Maison du cinéma, Sherbrooke (Eastern Townships)
- Odyssée, Chicoutimi (Saguenay-Lac St-Jean)
- Triomphe, Terrebonne (Lanaudière)

**MEDIA FILM**



# VIFF PRESENTS HOME TRUTHS

To make the most of CanFilmDay #10, Vancouver International Film Festival preceded it with “Home Truths,” a month-long series which invited audiences to take a closer look at the evolving face of Canada. The series included acclaimed dramas, festival hits and revelatory documentaries.

On CanFilmDay itself, programming included:

A screening of *John and the Missus* as part of our nationwide tribute to Gordon Pinsent, followed by an in-person Q&A with producer **Peter O’Brian**.

“The Great Canadian Short Film Show,” a presentation of short films from some of Canada’s greatest filmmakers including **Atom Egoyan, David Cronenberg, Denis Villeneuve, Jeff Barnaby** and others. Three of the filmmakers attended live in person: **Ann Marie Fleming, David Fine**, and **Alison Snowden**.



**VIFF**



# INDIGENOUS-MADE PROGRAMMING

This year, CanFilmDay included 300+ screenings of Indigenous-made films across the country and around the world, and appearances by stars such as **Tracey Deer** (Mohawk), **Elle-Máijá Tailfeathers** (Blackfoot/Sámi), **Zoe Leigh Hopkins** (Heiltsuk/Mohawk), **Michael Greyeyes** (Cree), **Alanis Obomsawin** (Abenaki), **Madison Thomas** (Ojibwe/Saulteaux) and others.

The most popular new release screened on CanFilmDay this year was Madison Thomas's *Buffy Sainte Marie: Carry it On*, which screened 36 times in Canada and 5 other countries.



*National Canadian Film Day is a great opportunity to showcase Canadian cinema. We appreciate the wide range of selection of Indigenous films to choose from as an Indigenous film festival.*

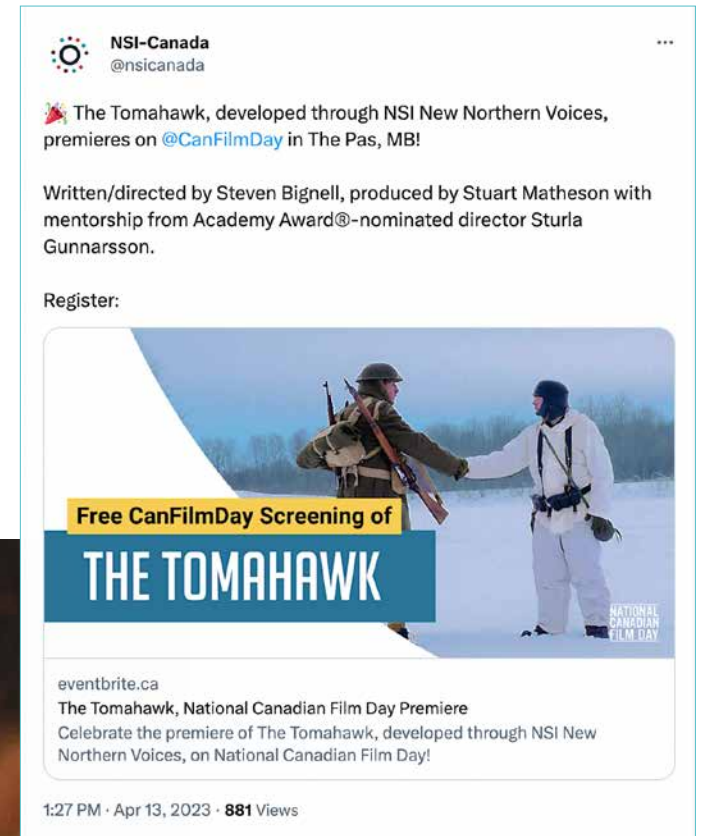
– Dreamspeakers Festival Society, Edmonton, AB

Two Indigenous-made films had their theatrical premieres on CanFilmDay:

## THE PAS, MB - *THE TOMAHAWK*

In The Pas, Manitoba, the National Screen Institute presented a premiere of *The Tomahawk*, a short film developed through NSI New Northern Voices, a training program delivered to build workforce capacity in northern Manitoba.

*The Tomahawk* was shot in The Pas and in writer/director **Steven Bignell's** home community of Opaskwayak Cree Nation. It was produced by Stuart Matheson with mentorship from Academy-Award nominee **Sturla Gunnarsson**. All three filmmakers attended the screening.



## OTTAWA, ON - *STELLAR*

In Ottawa, Ontario, the Asinabka Film & Media Arts Festival presented a premiere screening of the new film *Stellar*, followed by a Q&A with director **Darlene Naponse** (Anishinaabe).





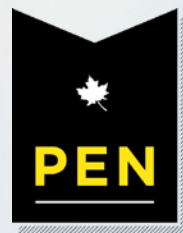
## PEN CANADA PRESENTS *MIDNIGHT'S CHILDREN*

Directing icon **Deepa Mehta** presented her adaptation of Salman Rushdie's novel *Midnight's Children* in partnership with PEN Canada, and in support of the recently wounded author, who has long been a champion of freedom of expression.

The sold-out screening at the Scotiabank Theatre in Toronto was followed by a thoughtful discussion between Mehta and the audience, moderated by writer and film critic **Johanna Schneller**.

*[None] of this would have been possible without REEL CANADA and PEN Canada... I walked away from the screening, 10 years after [Midnight's Children] had first been released, knowing for the first time perhaps that films are not just timeless but are MADE timeless by folks who care. Thank you REEL CANADA. Thank you PEN.*

– Deepa Mehta, filmmaker



FREE  
EXPRESSION  
MATTERS

## *BREAKAWAY* REUNION SCREENING

Featuring members of the cast, crew and even a surprise dance performance, we were thrilled to present this special reunion screening of the hockey comedy *Breakaway* in partnership with Ontario Creates, TIFF, and Uninterrupted Canada.

Writer, producer and star **Vinay Virmani** was joined by co-stars **Rup Magon**, **Al Mukadam** and **Parminder Singh**.

The film was also featured in our RCtv livestream earlier in the day, which was watched by thousands of high school students across the country.





# ANNIVERSARY SCREENINGS ACROSS THE COUNTRY

*Loved this! The Q&A went on for almost 40 minutes lots of audience questions, really good Q&A.*

– Wendy Donnan, Executive Director,  
Oakville Festivals of Film & Art, ON



A number of anniversary titles were honoured with special screenings featuring filmmakers and stars.

The Calgary Underground Film Festival, in partnership with the Calgary International Film Festival presented a **35th anniversary** screening of *Comic Book Confidential* with director **Ron Mann** in attendance.

The Oakville Festivals of Film & Art in Oakville, ON, presented a double bill screening of *Siddharth* and the **10th anniversary** of *I'll Follow You Down*, and a discussion with director **Richie Mehta**.

The Canadian Film Fest presented a **20th anniversary** screening of *Love, Sex, and Eating the Bones* with director **Sudz Sutherland** in attendance, in the historic Royal Theatre in Toronto, ON. The screening was supported by DGC Ontario.



The Fox Theatre in Toronto celebrated the **40th anniversary** of *Strange Brew* with a screening hosted by producer **Dave Alexander**, with star **Lynne Griffin** in attendance. The Fox was one of 16 independent cinemas to spotlight the film this year.

The Revue Cinema in Toronto showed a **25th anniversary** screening of *Last Night*, with a pre-recorded introduction by director **Don McKellar**.

**146 screenings** of notable anniversary titles took place across the country on the day.



# A TRIBUTE TO RAVI SRINIVASAN



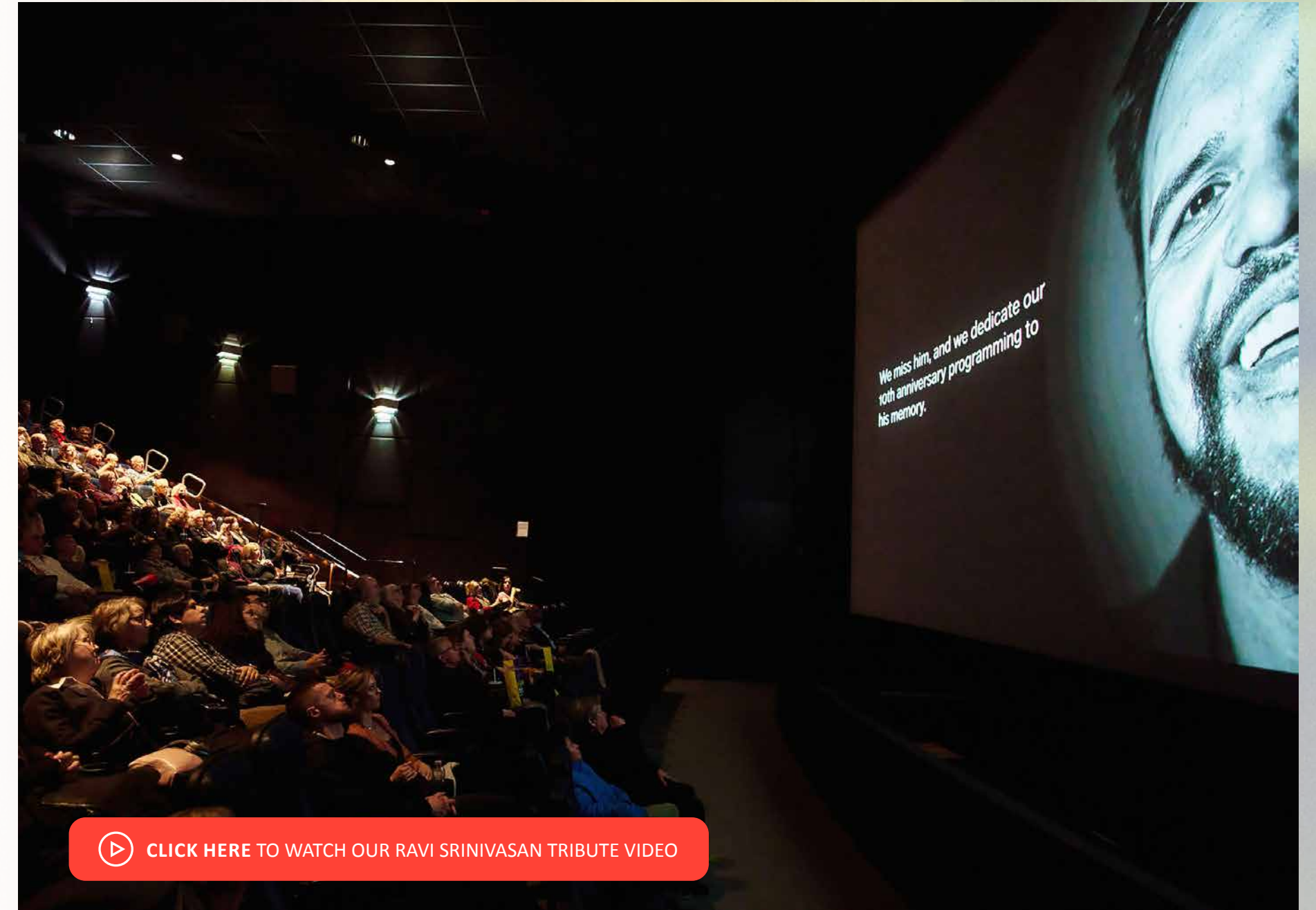
Our 10th anniversary celebrations were dedicated to the memory of our dear friend and colleague **Ravi Srinivasan**.

Ravi worked with REEL CANADA from 2011 until his sudden passing earlier this year. We watched Ravi grow from a passionate young man who loved movies, into an accomplished professional working with top tier film festivals like Hot Docs and TIFF, and even founding his own festival back in his hometown of Sarnia, the South Western International Film Festival (SWIFF). He helped shape National Canadian Film Day into what it has become, and it's hard to wrap our minds around the idea of doing it without him.

We paid tribute to Ravi with in person and online events featuring one of his all-time favourite movies, *Stories We Tell*.

The film screened for free to the whole nation on the CanFilmDay streaming platform and was preceded by a heartfelt introduction that Ravi recorded for the film in 2020. For friends, family, and those who wanted to learn more about our dearly missed friend, an additional tribute video was created, featuring memorable footage of Ravi during his 12 years with REEL CANADA.

In Toronto, a sold-out screening of *Stories We Tell* was co-presented by SWIFF.



[CLICK HERE TO WATCH OUR RAVI SRINIVASAN TRIBUTE VIDEO](#)



# OTHER ENHANCED EVENTS

Each year, we rely on our festival partners to help us plan special events that bring amazing Canadian talent to speak with excited audiences nationwide. This year, we had over 50 events with guests from the industry in attendance either live or on Zoom. Some highlights include:

The Vancouver Asian Film Festival presented a screening of *Riceboy Sleeps* to a packed house, featuring an insightful discussion with the film's director, **Anthony Shim**.

The Richmond Hill Public Library partnered with The Reel Thing to present a screening of *Charlotte* with a Q&A with filmmakers **David Bezmozgis** and **Tahir Rana**. This screening also commemorated Yom Hashoah, the Holocaust Remembrance Day, which fell on April 18th this year.

In Montreal, the Festival du nouveau cinéma held a screening of *Before I Change My Mind*, which premiered at their festival. Director **Trevor Anderson** was on hand for a Q&A.



**Vancouver Asian Film Festival (VAFF)** @VAFFvancouver · Apr 19 ...  
Today is **National Canadian Film Day**! Who is joining us for the incredible *Riceboy Sleeps* by Anthony Shim?

Doors 6:30 International Village 📍  
[@canfilmday](#) [@reelcanada](#) [@explorAsianfestival](#) [@gametheoryfilms](#)

[#vaff27](#) [#representationmatters](#) [#diversityinfilmm](#)



Above: Regent Park Film Festival, Toronto



The Winnipeg Film Group presented an hour-long programme of new short works created by members of the Winnipeg Indigenous Filmmakers Collective, followed by a Q&A with the filmmakers.

The inaugural Bay of Blood Festival in North Bay opened their festival on National Canadian Film Day, with a programme of horror short films followed by a special screening of *Slash/Back*.

In Toronto, we had a number of great events, including a screening of the new documentary *To Kill a Tiger*, presented by the Reel Asian Film Festival with director **Nisha Pahuja** in attendance. Regent Park Film Festival presented a screening of the award-winning drama *Scarborough*, featuring a Q&A with directors **Shasha Nakhai** and **Rich Williamson**. At our CanFilmDay hub, there was also an incredibly rare screening of *Thog's Hamlet*, a recording of a seminal production of *Hamlet* from the 1970s, with many members of the original cast and crew in attendance.

In Halifax, The Emerging Lens Cultural Film Festival presented a screening of *Subjects of Desire* that featured a Q&A with director and producer **Jennifer Holness**.





# BACK TO THEATRES

After a mix of online and in-person screenings in 2022, we were thrilled to be back live for our 10th CanFilmDay.



Our sponsor Cineplex returned in a big way in 2023, displaying our posters and running our promotional video ahead of films in their cinemas across Canada. All in all, CanFilmDay events took place on 38 Cineplex screens, 24 of them provided completely free of charge. Cineplex’s support allowed so many events to take place, including free film screenings for Big Brothers and Big Sisters groups in several provinces.



Returning sponsor Landmark also ran our promotional video and exhibited our posters in their theatres. They generously continued to support our community partners by donating six screens, allowing groups like the Canadian Parents for French in Morden, Manitoba, to host a free screening of a French-language film for families in their town.



Big Brothers Big Sisters Thunder Bay

## Grab some popcorn and catch a 'sweet' movie at New West's Landmark cinemas

Did someone say a free movie?



Abhinaya Natesh  
Apr 16, 2023 8:00 AM



Celebrate National Canadian Film Day with free screenings of Canadian movies. | REEL CANADA



Network of  
Independent  
Canadian  
Exhibitors

We were thrilled to work with the Network of Independent Canadian Exhibitors (NICE) again in 2023, supporting and facilitating 84 free screenings in independent theatres across the country.

NICE member Film.ca Cinemas even created their very own video tribute to CanFilmDay, a version of the “I Am Canadian” ad tailored to Canadian film.



*I'd like to thank CanFilmDay for providing this FREE event to our matches and their families. It was a rare treat for many of these people to see a movie in the theatre, and it was enjoyed by all.*

– Big Brothers Big Sisters of Saskatoon and Area, Inc., SK



Humboldt, SK



Kamloops, BC



**I THINK IT'S IMPERATIVE TO OCCASIONALLY REMIND US OF HOW FORTUNATE WE ARE AS A NATION. REEL CANADA HAS DONE THIS CONSISTENTLY FOR YEARS, WHEN THEY STARTED CELEBRATING THE INCLUSIVITY OF OUR TALENT AND ITS MULTI RACIAL STORYTELLING WHICH INTRODUCED US TO EACH OTHER.**

*– Deepa Mehta, filmmaker*



**COMMUNITY EVENTS**



# NETWORK RELATIONSHIPS HIGHLIGHTS

## FRIENDS:

REEL CANADA partnered with FRIENDS to present a special online screening of *John and the Missus* that 1200 of their members across Canada signed up to watch. This popular screening was enhanced with additional bonus material including a tribute to Gordon Pinsent and a fireside chat between REEL CANADA's executive director, **Jack Blum**, and **Marla Boltman**, executive director of FRIENDS.

## BIG BROTHERS BIG SISTERS CANADA:

This year, we continued to work with Big Brothers Big Sisters Canada to organize CanFilmDay watch parties for their agencies. Four agencies held screenings in their local Cineplex, which gave their communities the opportunity to see a great Canadian film on the big screen.

## BOYS & GIRLS CLUBS CANADA:

In Edmonton, the Boys & Girls Club showed two movies at their club: one for their after school programme and the other for their teen night. They also served popcorn and snacks, and printed out tickets for the attendees.

*National Canadian Film Day is an excellent way to showcase just how great Canada is!*

– Green Falls Landing Retirement Home, Regina, SK

## CANADIAN PARENTS FOR FRENCH:

CPF communities held screenings across the country, including a few in-theatre events where youth had a chance to watch a great Canadian movie on the big screen. There was also a national online event, featuring a discussion of the film *L'arracheuse de temps* and a game of Can-libs!

## TIFF FILM CIRCUIT:

We had 24 screenings with 16 Film Circuit partners, across 6 provinces, with partners modifying their programmes and schedules to accommodate CanFilmDay timing and be a part of the exciting national event.

*The REEL CANADA team is incredibly helpful and accommodating. No matter the size or scope of an event, they diligently help plan and troubleshoot with enthusiasm for the cause! We will continue to participate in National Canadian Film Day for years to come!*

– Marin Hawley, Canadian Parents for French

## RETIREMENT RESIDENCES:

For our 10th Anniversary year, REEL CANADA partnered with Chartwell Retirement Residences and Sienna Senior Living to bring a programme of events to every one of their retirement communities, with homes in Ontario, British Columbia, Alberta and Quebec. Hundreds of English and French speaking residences programmed a day of film screenings for residents, and their families and friends.

Communities went all out to celebrate CanFilmDay with activities ranging from red carpets to autograph sessions, photo booths, popcorn and confection stands, and Box Offices with movie tickets.

One home, Bradford Valley Sienna Senior Living, held a three day film festival for their residents with our CanFilmDay mascot, Maurice, joining the celebration.

*Run Woman Run stars a local actor. Everyone in attendance really enjoyed it and appreciated seeing local, Indigenous representation!*

– Meadow Lake Library, SK

## LIBRARIES:

In 2023, libraries returned from COVID restrictions in a big way, with 220 library events, up from approximately 70 in 2022. The Ottawa Public Library alone held 22 screenings of a variety of films throughout their network, while longtime partner Meaford Public Library held 20 screenings at their branch over the course of the day.



Chartwell Guildwood Retirement Residence, Scarborough



Collingwood Public Library, ON



Louisbourg Library, NS



# COMMUNITY HIGHLIGHTS FROM COAST TO COAST TO COAST

## Whitehorse, YT

The Yukon Film Society hosted four screenings for National Canadian Film Day. This included a successful school screening of *Sharkwater Extinction* for local high school students and a sold out screening of the films *The Kings of the North* and *Memory Trap*, two documentaries by local filmmakers.

## Yellowknife, NT

Canadian Forces Morale and Welfare Services held a screening of *You Are Here: A Come From Away Story* at their base in Yellowknife, and enhanced their event by providing popcorn, movie snacks and drinks.

## Powell River, BC

Qathet Film Society screened three films for their National Canadian Film Day celebration. Secondary school and International students attended a matinee of *Riceboy Sleeps* and then the **Tla’amin Spirit Singers** and an elder opened a screening of *Buffy Sainte-Marie: Carry It On*. There was also a screening of *Rosie*, which had won the audience choice award at their film festival.

## Drumheller, AB

Drumheller Library partnered with their local independent theatre, Napier Theatre, to screen the film *A Bear Named Winnie*. Over 100 people turned out to see the film. A local teacher worked with her students to create a short video about bear facts to play before the film and some guests from the legion came to do a talk about service animals. The theatre even set up a photo booth complete with mannequins dressed in WW1 uniforms and a bear that the children could sit on or touch.

## Edmonton, AB

Girl Guides Unit 113 screened a compilation of short films and used their National Canadian Film Day screening to work towards their “Canadian Connections” badge.



Powell River, BC

## Climax, SK

To celebrate the village’s centenary year, Climax Community Museum hosted screenings of *The Grey Fox*, with curators from museums in the area speaking at the event to discuss the history of the town, their cultural institutions and Canadian history as a whole.

## McCreary, MB

First time partner Manitoba Maple Syrup Festival presented a marathon of 8 screenings as part of their annual festival, which celebrates the maple syrup producers, the environment and the culture of their rural Manitoba community. There is no theatre in McCreary, so the screenings were a great opportunity for attendees to see Canadian films in their hometown.

## Ajax, ON

**Moze Mossanen** introduced his documentary *You Are Here: A Come from Away Story* to a packed theatre at Westney Gardens Retirement Residence in Ajax, Ontario. The film was followed by a thoughtful and engaging Q&A with the director, residents and their families and friends.

## Gananoque, ON

*Night Raiders* screened to a full house at the Royal Theatre in Gananoque. The film was introduced by **Legion President Bob Howard**, Royal Theatre owner **Kevin John Saylor**, and **Clarice Gervais** of the **First People’s Circle of the Thousand Islands**.

## Full house for CanFilmDay presentation of Night Raiders

Lorraine Payette • For Postmedia Network

Published May 01, 2023 • 2 minute read

[Join the conversation](#)



The National Canadian Film Day (CanFilmDay) presentation of *Night Raiders* at the Royal Theatre in Gananoque was introduced by three speakers. The film was made available to the Branch 92 Legion by CanFilmDay who decided to show the film at the theatre and donate all of the proceeds to the First People’s Festival held every September in Gananoque. L-r, Legion President Bob Howard, Royal Theatre owner Kevin John Saylor, and Clarice Gervais of the First People’s Circle of the Thousand Islands. Lorraine Payette/for Postmedia Network PHOTO BY LORRAINE PAYETTE /for Postmedia Network



20th Welland Scouts, Welland, ON

## Stratford, ON

The self-proclaimed world’s smallest movie theatre, The Little Prince Cine-Lounge, hosted two screenings: *Stories We Tell* and *Strange Brew*.

## Toronto, ON

And in another “little” screening, we partnered with Little Canada for Canada’s littlest screening! They showed NFB shorts in their three auditoriums as well as on the The World’s Smallest IMAX screen in their exhibit. We also ran a contest giving away tickets to Little Canada and featured a promo code on our social media accounts to visit them on April 19.

## Montreal, QC

New partners Planétarium Rio Tinto Alcan held 8 screenings in English and French in Montreal, with films specific to the planetarium experience.

## Quebec, QC

Antitube held a screening of *Crime Wave* at Le Circuit Beaumont and used funding from REEL CANADA to work with the film’s distributor — Winnipeg Film Group — to create new French subtitles for this Canadian classic.

## Florenceville-Bristol, NB

New partners Second Wind Music Centre held a public screening of the film *The Red Violin* and provided popcorn for their audience.



Stratford, ON

## Truro, NS

Big Brothers Big Sisters of Colchester held a screening for mentors and mentees at their local Cineplex, giving their young members the opportunity to have a theatre all to themselves, a fun night with their mentors, and an exciting movie experience!

## Charlottetown, PE

The Charlottetown Film Society screened two films at City Cinema in Charlottetown: *Viking* and *Strange Brew*. In line with this year’s Spotlight theme, the society encouraged attendees to bring non-perishable items to donate to their local food bank.

## St. John’s, NL

Long-time partners Nickel Independent Film Festival held a screening of *Slash/Back* at a local brewery and held a short Q&A discussing Indigenous representation on screen, with special guest **Jessica Brown** from Indigenous-owned production studio, Urajak Media.



**CANFILMDAY IS ONE OF THE MOST FUN EVENTS OF THE YEAR. LITTLE BY LITTLE IT HAS BECOME A CULTURAL REFERENCE POINT FOR THE DIPLOMATIC COMMUNITY IN COSTA RICA.**

*– Embassy of Canada to Costa Rica,  
Honduras and Nicaragua*



**[(INTER)NATIONAL CANADIAN FILM DAY**



# [INTER]NATIONAL CANADIAN FILM DAY

## PARTICIPATING COUNTRIES

- Algeria
- Argentina
- Australia
- Bolivia
- Chile
- China
- Colombia
- Costa Rica
- Czech Republic
- Dominican Republic
- Ecuador
- El Salvador
- France
- Guatemala
- Honduras
- Hong Kong
- Iceland
- India
- Indonesia
- Jamaica
- Laos
- Lithuania
- Macau
- Mali
- Mexico
- Montenegro
- Mozambique
- Netherlands
- Norway
- Panama
- Paraguay
- Peru
- Philippines
- Poland
- Singapore
- South Africa
- Spain
- Sweden
- Taiwan
- Tunisia
- United Kingdom
- Uruguay
- USA
- Vietnam

*We were very happy to be part of CanFilmDay. Our audience was extremely interested in the movies we screened and we would love to participate again next year.*

*¡Viva el cine canadiense!*

– Cine Universitario de la UACJ, Mexico

**114 screenings  
in 44 countries**  
(2x the number of screenings in 2022!)

## Here are just a few highlights from this year's (Inter)National Canadian Film Day:

### ALGERIA

The Canadian Embassy in Algeria presented *Peace by Chocolate* to the public at the Cinémathèque d'Alger, in Algiers. The screening was attended by locals and special guests such as **Gerardo Alfredo Feria Amaya, the Ambassador of Mexico to Algeria** and **Luiz Manuel de Magalhães de Albuquerque Veloso, the Ambassador of Portugal to Algeria**.

They had a very late screening, with the film starting at 10PM, to allow for all to be able to attend while practicing Ramadan.

### AUSTRALIA

The Consulate General of Canada in Sydney, and the High Commission of Canada in Canberra both presented *Peace By Chocolate* to their staff. As an added bonus, chocolate by Peace By Chocolate was offered for dessert. The film got a wonderful response from the audience, including several immigration staff who work directly on files related to the themes of the film.



France



France

### FRANCE

This year for CanFilmDay, there were four screenings in France! The Vues du Québec film festival hosted a screening of *Le Coyote* in Florac-Trois-Rivières, a small town in the south of France. The director **Katherine Jerkovic** was in attendance and participated in a Q&A with the audience.

La Maison des étudiants canadiens (House of Canadian Students) in Paris screened *Souterrain*, followed by a lively conversation about the themes of the film.

CanFilmDay provided an opportunity for some cultural organizations in Quebec and France to further develop and celebrate their relationship. The organization Le Grand-Quevilly Vallée de Seine / Québec screened *Le Club Vinland* in Le Grand-Quevilly, while the Association Langres Montréal Québec screened *Souterrain* at the Cinéma New Vox in Langres.







*Peace by Chocolate* screening at the Consulate General of Canada Mumbai, India

## ICELAND

The Embassy of Canada to Iceland presented the film *Viking* at the Alliance Française in Reykjavík. People in attendance were able to enjoy Canadian wine provided by the Embassy after the screening.

## INDIA

The Consulate General of Canada in Mumbai screened the film *Peace By Chocolate* at Mumbai University. The screening was followed by a discussion on the role of cultural diplomacy in international relations, moderated by **Dr. Rohidas Mundhe**, Professor at the Dept. of Civics and Politics, Mumbai University. **Michael Vonk, Consul – Economic, Political and Public Affairs at the Consulate General of Canada** in Mumbai was able to answer questions posed by the students.

They also screened the film at the National Film Archive of India in Pune where **Mauricio Ruiz, Vice Consul and Trade Commissioner**, delivered opening remarks.

## MONTENEGRO

The Embassy of Canada in Belgrade hosted two screenings in the town of Herceg Novi in Montenegro. 120 people got to watch *Buffy Sainte-Marie: Carry it On*, and *Le Club Vinland* at the Herceg Fest Cinema Hall. The screenings were also an occasion to promote the translation of the Canadian book: *100 years of Canadian Cinema* by George Melnyk. The Serbian publisher of the book, and some Film Studies professors from the Montenegrin Cetinje Film Academy were in attendance.



Montenegro

## SINGAPORE

The High Commission of Canada in Singapore hosted a public screening of the film *Peace By Chocolate*. More than 150 people attended the screening at the Festive Plaza, a large outdoor venue.

## SPAIN

The Embassy of Canada to Spain was a new partner this year! They organized a screening of *Drunken Birds* at the Casa de America in Madrid, a 19th-century palace housing a Latin American cultural center.



## SOUTH AFRICA

To celebrate the 10th anniversary of National Canadian Film Day, the High Commission of Canada in South Africa partnered with Sisters Working in Film and Television (SWIFT) for the screening of *Subjects of Desire* at Atlas Studios in Johannesburg. In attendance were the **award winning director and entrepreneur, Thabang Moleya**, and **founder of Mzansi Ballet, Dirk Badenhorst**. Other attendees included students, actors, members from the SWIFT network and the missions from Johannesburg and Pretoria. The screening was followed by a virtual Q&A session with the film's director, **Jennifer Holness**, which went 30 minutes over the prescribed time, proof that this particular conversation was necessary and long overdue.

## TAIWAN

Returning partner, the Canadian Trade Office in Taipei, Taiwan, screened the film *Beans* for students and faculty at the Fu Jen Catholic University in Taipei.

## UNITED STATES

This year, we had 8 screenings in the USA!

Our returning and wonderful partners at Coastal Carolina University put together programming for 220 local primary school students, and showed three great Canadian films to their own students at the university; *Antigone*, *Breakaway*, and *Beans*. The students attending the *Beans* screenings had the opportunity to meet the director **Tracey Deer**, who was attending in person.

Students in other parts of the country also got to experience CanFilmDay this year! At Bryn Mawr College, students watched *Buffy Sainte-Marie: Carry it On* in the Old Library, in Bryn Mawr, Pennsylvania.

At the Gettysburg College, also in Pennsylvania, French students and faculty watched *Mon cirque à moi* in the Joseph Theater on campus.

The Consulate General of Canada in Boston screened *Peace by Chocolate* at the Coolidge Corner Theatre and served chocolate from *Peace by Chocolate* to the audience. **Mary Truong, Executive Director of the Commonwealth of Massachusetts Office for Refugees and Immigrants** attended, as did members of the international affairs NGO, World Boston.

The MadLab Post hosted a CanFilmDay screening at BOK, a school turned into a cultural space with a movie theatre, in Philadelphia, Pennsylvania. Attendees were able to watch *Peace By Chocolate* and *Mon cirque à moi*.



United States



United States



# INTERNATIONAL SCREENINGS IN LATIN AMERICA

**64 screenings!**  
**15 countries!**

This year REEL CANADA had a lot of new partnerships in Latin America. We are so grateful that CanFilmDay was present in so many countries, and that so many people in Latin America were able to enjoy a Canadian film!

## Participating countries:

Argentina  
Bolivia  
Chile  
Colombia  
Costa Rica  
Dominican Republic  
Ecuador  
El Salvador  
Guatemala  
Honduras  
Mexico  
Panama  
Paraguay  
Peru  
Uruguay

## ARGENTINA

There were 9 screenings in Argentina this year!

Returning partner, the BAFICI, Argentina's key Independent Film Festival in Buenos Aires, presented *I Like Movies* to their audience in a national premiere. The film won the Best Performance prize from the Festival Jury.

**Chandler Levack**, the film's director, was in attendance and participated in a Q&A with the audience. A networking session was organized at the Embassy of Canada to Argentina and Paraguay, which was attended by local film festival representatives and representatives from the National Film Institute of Argentina, the national and city ministries of culture as well as from film studies departments at local universities.

Also in Argentina, the Museo de Arte Contemporáneo de la Provincia de Buenos Aires presented *So Much Tenderness* and *Drunken Birds* in Mar del Plata. Cineclub Municipal Hugo del Carril offered four screenings to the Cordoba audience, who enjoyed watching *C.R.A.Z.Y.*, *Roads in February*, *The Body Remembers When the World Broke Open* and *So Much Tenderness*. Cine Publico El Cairo also screened *C.R.A.Z.Y.* in Santa Fe. The Cine Teatro Padre Adolfo Anastasio screened *The Magnitude of All Things* in Pila.



## COLOMBIA

In Colombia, we partnered with the Cinemateca de Bogotá in Bogotá for a total of 8 screenings of *C.R.A.Z.Y.*, *Geographies of Solitude*, *Roads in February*, and *Drunken Birds*. The screenings were attended by a total of 230 people!

Also in Colombia, the Fundación Cinemateca del Caribe presented three screenings of *So Much Tenderness*, *C.R.A.Z.Y.* and *Drunken Birds* to their audience in Barranquilla. The Universidad del Valle, a university in Cali, showed *C.R.A.Z.Y.* and *Geographies of Solitude* to their students. That's a total of 13 screenings in Colombia!

## COSTA RICA

In Costa Rica, we worked with returning partners at The Embassy of Canada to Costa Rica, Honduras and Nicaragua. They really loved the film *Sin La Habana* and decided to show it three times! The first screening was at the Plaza Mayor Cinema in San José. This screening was attended by some very special guests, such as **Eva Martínez, Spanish Ambassador in Costa Rica, Katsuhiko Matsumoto, Japanese Counsellor in Costa Rica, and Juan Luis Bermúdez, Head of the UNFPA National Office in Costa Rica**. The other two screenings happened at the Festival de Cine Africano y de la Diáspora in Heredia. The Festival worked with a local orchestra to perform a song from the film live on stage for a very special surprise! The performance was seen by almost 800 people.

Also in Costa Rica, the Centro Agronómico Tropical de Investigación y Enseñanza (CATIE), a Tropical Agricultural Research Institute in Turrialba, shared the film *The Magnitude of All Things* with the researchers at the institute.

## MEXICO

In Mexico, we worked with returning partners at The Embassy of Canada in Mexico, for a screening of *Peace By Chocolate* at the Centro Cultural Bella Época in Mexico City. They offered chocolate from Peace By Chocolate at the end of the screening to all audience members.

Also in Mexico, The Cine Morelos screened *Drunken Birds* and *C.R.A.Z.Y.* in Cuernavaca, Morelos. The Universidad Autónoma de Campeche, a university in Campeche, also shared *Drunken Birds* and *C.R.A.Z.Y.* with the students and faculty. Another university, the Universidad Autónoma de Ciudad Juárez organized two screenings of — you guessed it — *Drunken Birds* and *C.R.A.Z.Y.* in their own Cine Universitario! The Cineteca Tijuana in Tijuana screened *Geographies of Solitude* and *Drunken Birds*. The Cineteca Nacional de México got to screen *I Like Movies* in Mexico City for a national premiere.

That's a total of 11 screenings in Mexico!





**ONE THING I TOOK  
AWAY IS THAT WE DON'T  
REALIZE THE PROBLEMS  
THAT OTHER PEOPLE FACE  
UNTIL THEY'RE SHOWN ON  
SCREEN OR IN WRITING.**

*– Student from Leary's Brook Junior High,  
St. John's, NL*



**SCHOOL PROGRAMMING**



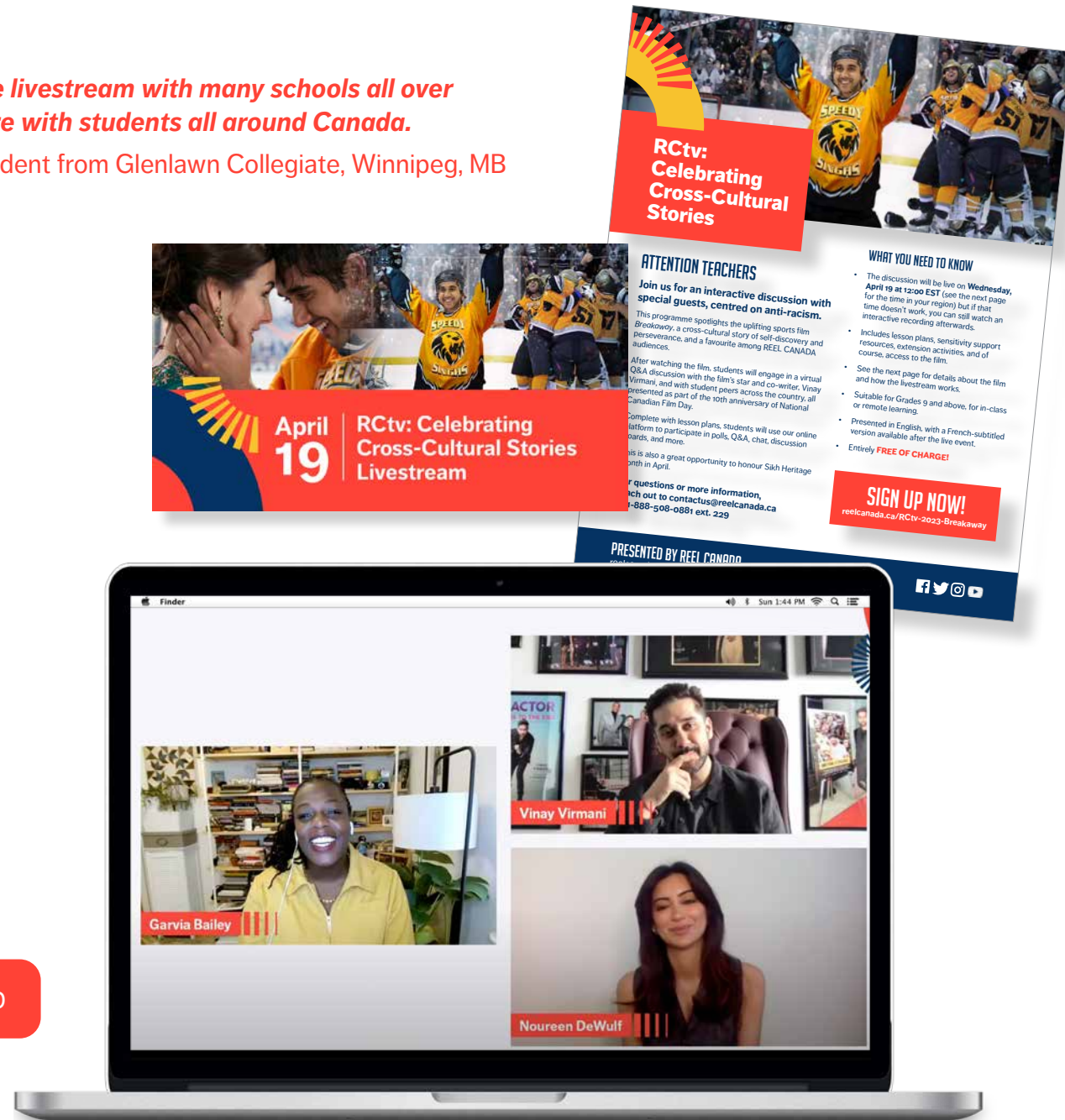
*It was very interesting to be on the livestream with many schools all over Canada. I felt connected even more with students all around Canada.*

– Student from Glenlawn Collegiate, Winnipeg, MB

# RCTV LIVESTREAM

Our annual RCTv livestream connected high school students from across the country to discuss the film *Breakaway* and its themes of inclusion, acceptance, and anti-racism. Students participated in a discussion with the star and writer of the film **Vinay Virmani** and his co-star **Noureen Dewulf**, and even featured a surprise appearance by NHL star **Ryan Miller**.

CLICK HERE TO WATCH THE VIDEO



# OTHER SCHOOL PROGRAMMING

In Ottawa, we partnered with the OCDSB to distribute a programme of Indigenous-made short films to the schools in their board and got an overwhelming response, with **264 teachers** participating across **78 schools**, serving over **9500 students**.

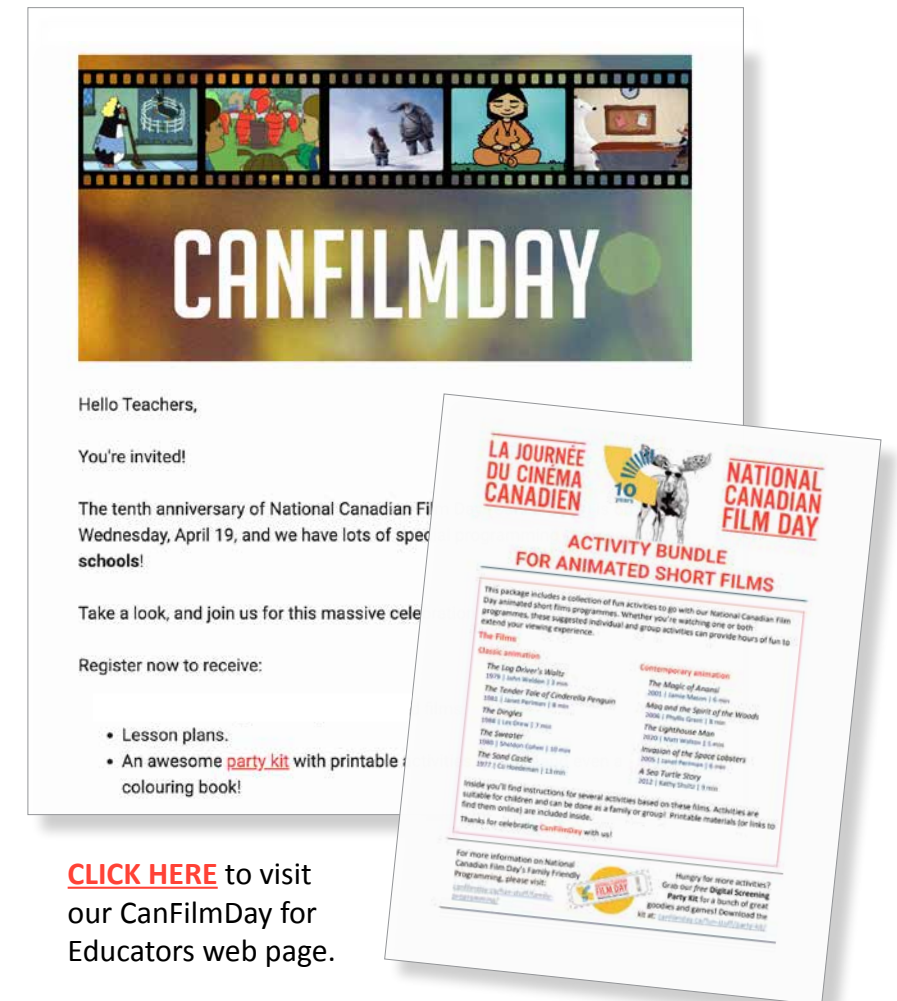
Elementary schools joined in on the celebration in a big way as well, with over **150 schools** participating, mostly featuring curated shorts programmes that celebrate Canadian animation, Indigenous stories, and Earth Day.

Many teachers featured French-language programming, with almost **4000 students** watching French features and shorts.

**30,000+** students participated in CanFilmDay programming  
**450** schools participated, from every province and territory

*I had a teacher bring his class of Grade 1/2/3's who of course had never seen any of these classics. The laughter of these children was the best part of my day.*

– Dauphin Public Library, MB



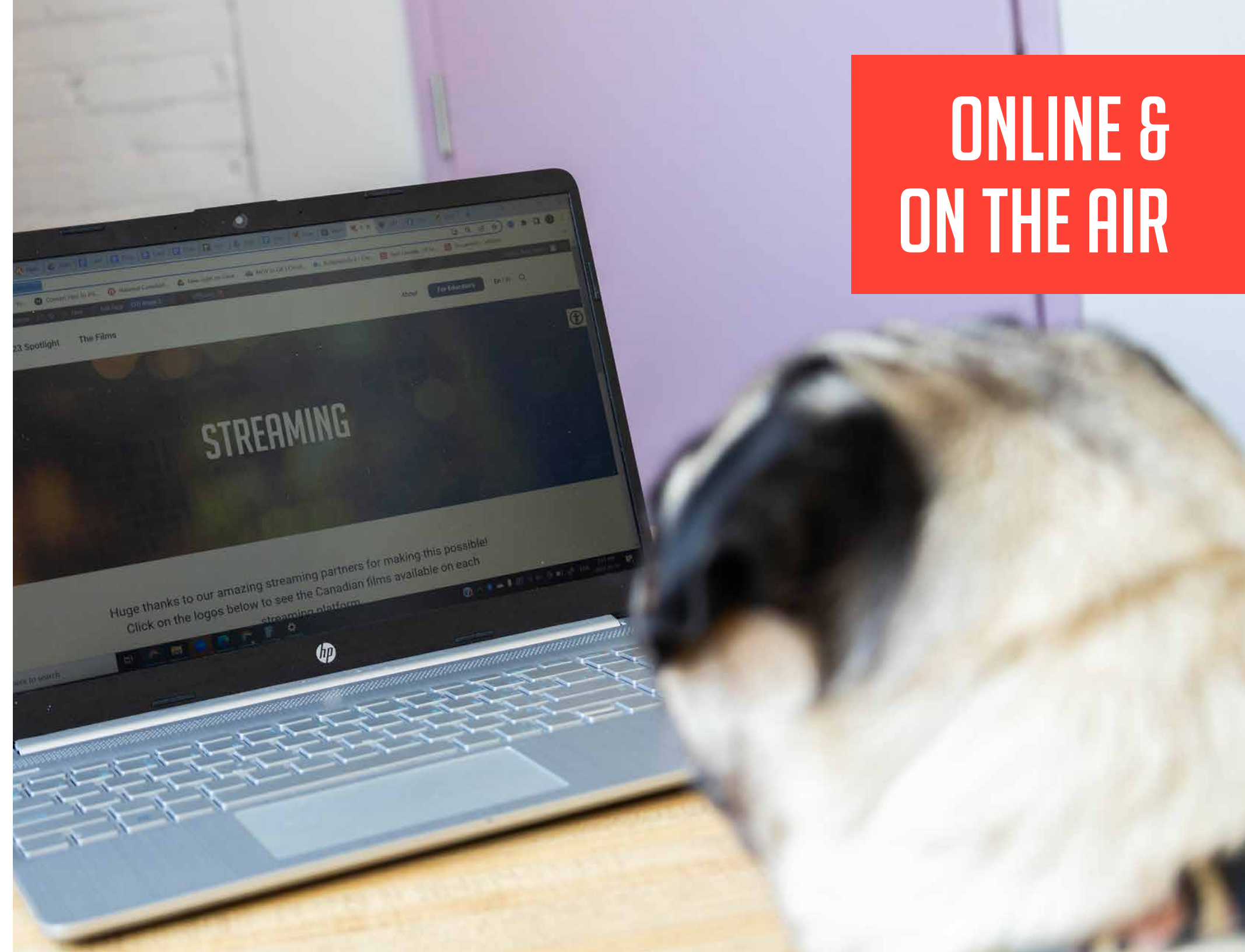
**CLICK HERE** to visit our CanFilmDay for Educators web page.



**NATIONAL CANADIAN FILM  
DAY SHINES A LIGHT ON THE  
VAST NUMBER OF GREAT  
CANADIAN FILMS AND  
OUR HOLLYWOOD SUITE  
SUBSCRIBERS LOVE IT.**

*– David Kines, Hollywood Suite*

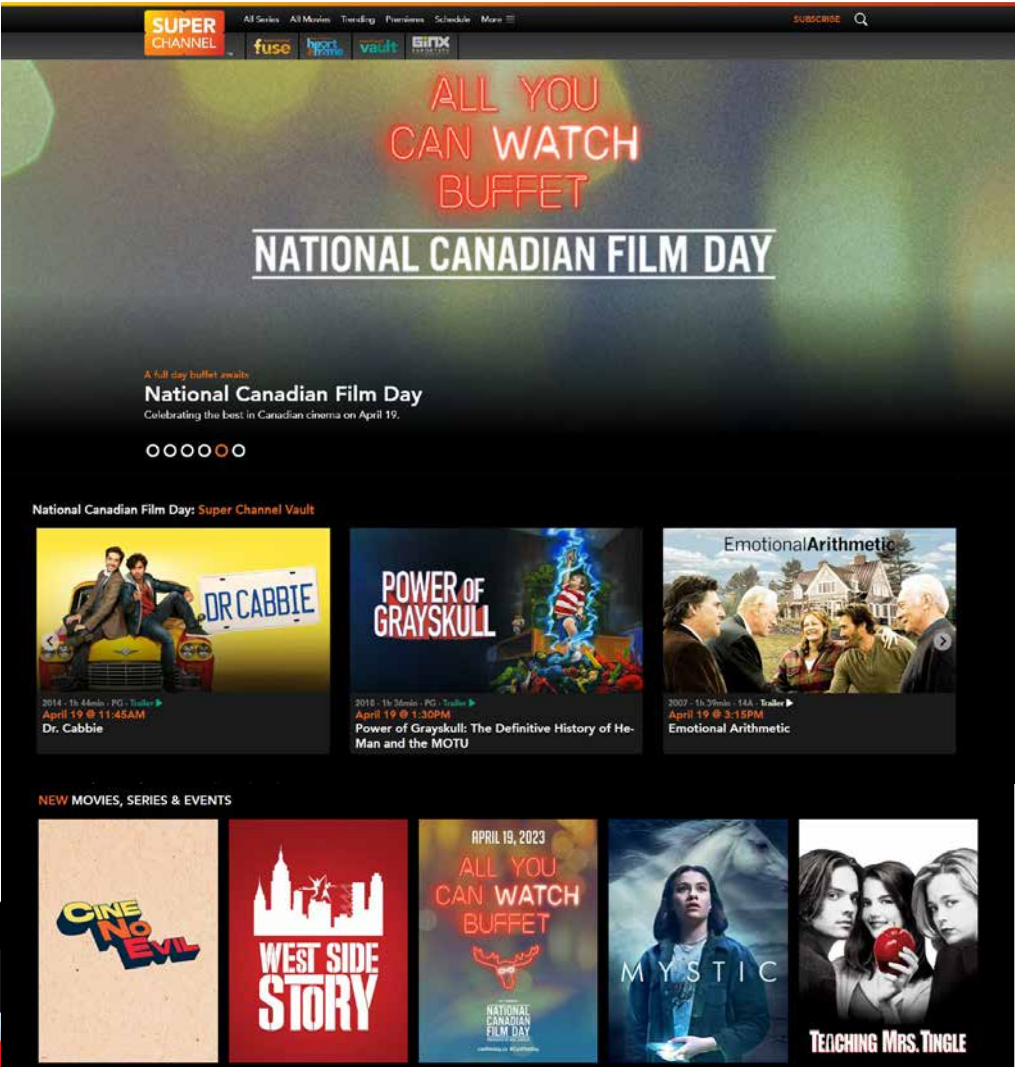
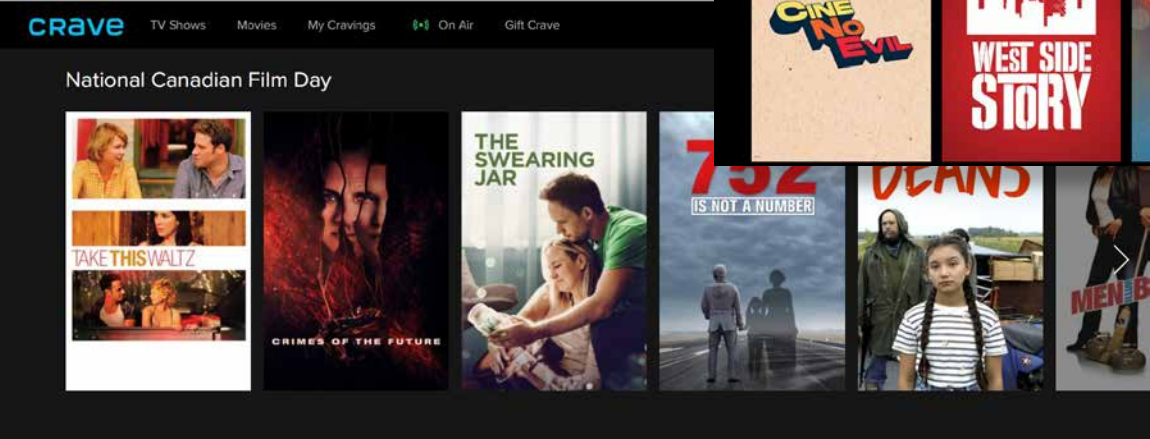
**ONLINE &  
ON THE AIR**



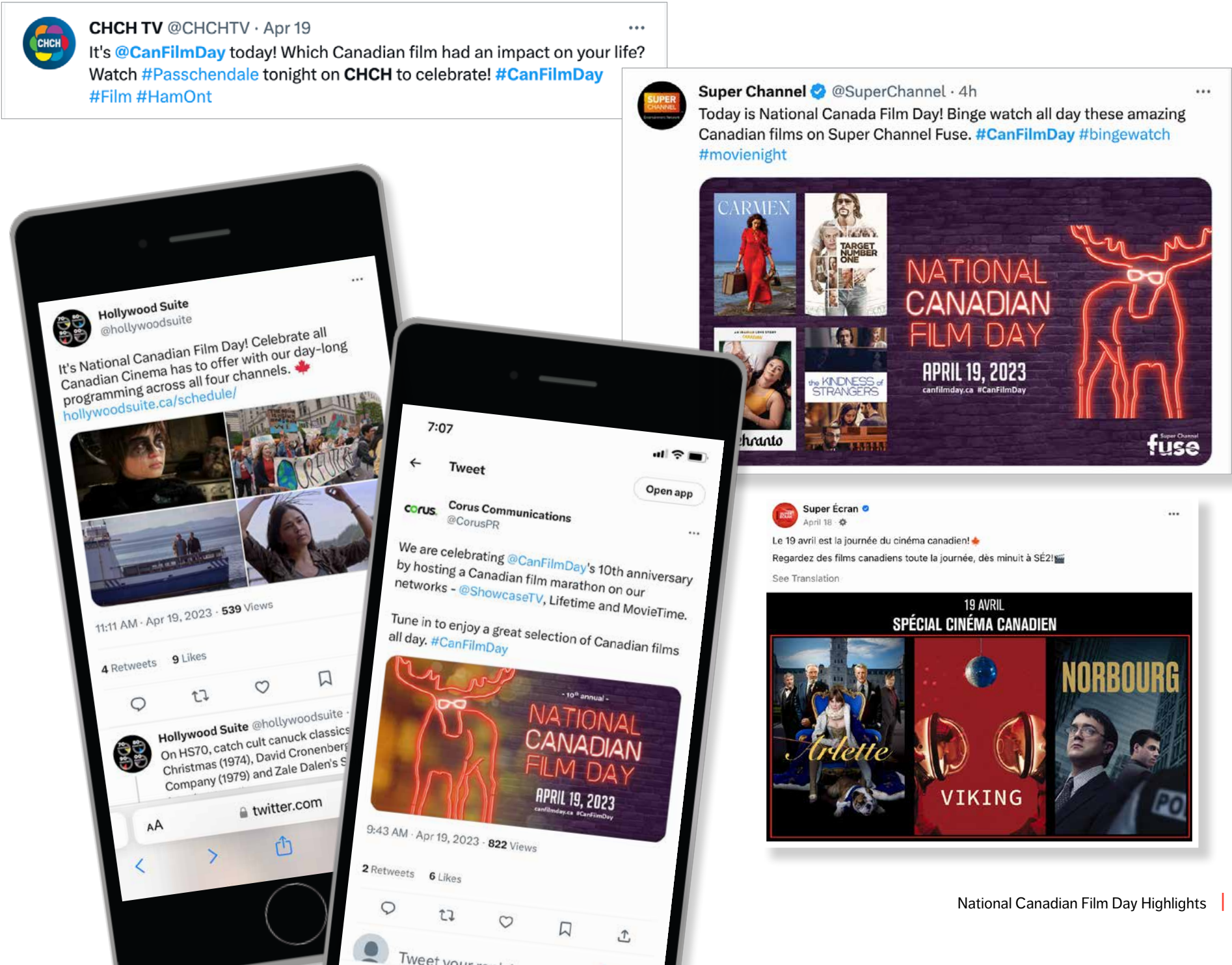


# ONLINE & ON THE AIR

Our broadcast and streaming partners enthusiastically returned in 2023, making it convenient for all Canadians to enjoy a Canadian film on CanFilmDay. Twelve broadcasters and 23 streaming services featured Canadian films on the day — with special placement and promotions for their collections. CanFilmDay is an opportunity for the on-air community to come together to support the Canadian film community.



12 BROADCASTERS  
23 STREAMING SERVICES





FROM THE CREATION OF **CHECKLIST TEMPLATES, DIGITAL PARTY KITS, AND TECHNICAL SUPPORT**, REEL CANADA WAS FULLY COMMITTED TO PROVIDING THE RESOURCES AND TOOLS NECESSARY TO MAKE NATIONAL CANADIAN FILM DAY EASY TO EXECUTE. WE ARE ALREADY LOOKING FORWARD TO MAKING NEXT YEAR'S NATIONAL CANADIAN FILM DAY, BIGGER AND BETTER!

– Erin Matresky, Resident Experience Partner,  
Sienna Senior Living



**SCREENING PARTNER RESOURCES**



# ONLINE PARTY KIT

Always popular with our partners, the Online Party Kit is designed to provide fun, interactive and engaging items for partners to download and use to enhance their events. This year, we added new celebrity face masks and new recipes while updating our puzzles and games.

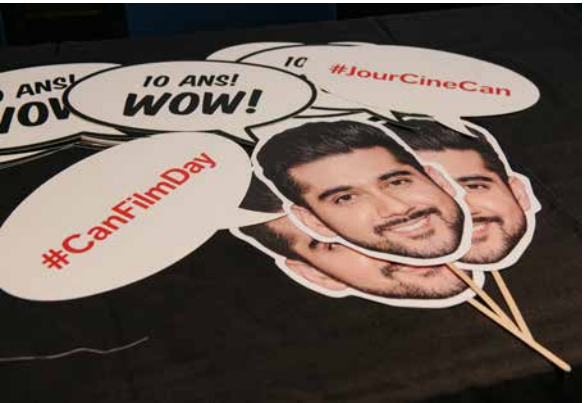
There’s something for everyone in the Party Kit, which includes:

- Celebrity Face Masks
- Spotlight Films Watchlist
- DIY Photobooth
- Bingo Challenge
- Cards Avec Humanit’eh Game
- Crossword Puzzle
- Word Search
- Printable Tickets
- Speech Bubbles
- CanLibs
- T’about Cards
- Origami Moose Instructions
- Recipe Collection
- Popcorn Box
- Fortune Teller
- Colouring Book
- Instagram Filter
- Giphy Library

CLICK HERE TO CHECK OUT THE PARTY KIT

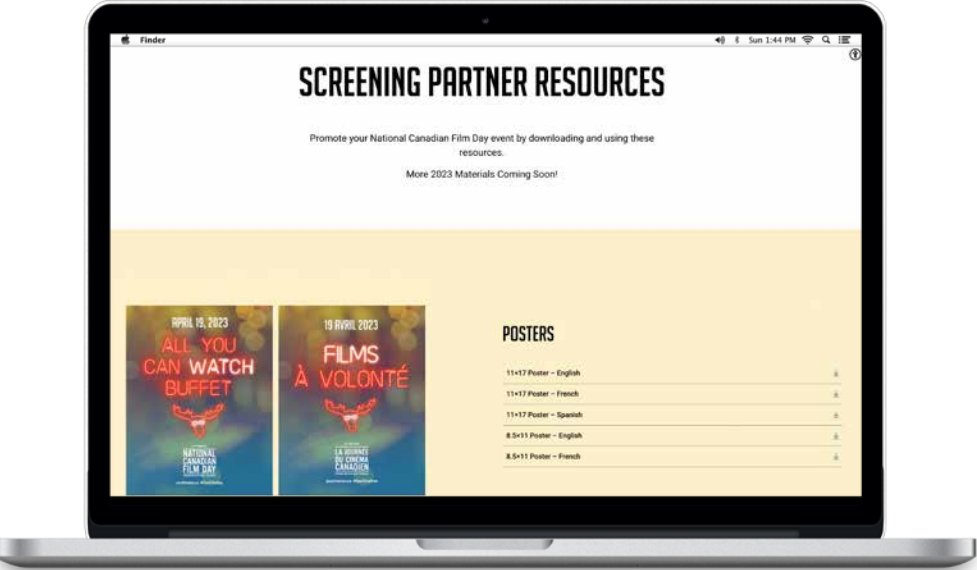
Il y avait de très bonnes ressources. L’idée du photobooth était très bien.

– Raymond-Lagacé  
Public Library, Atholville, NB



# SUPPORT RESOURCES

We also provided our screening partners with support resources that included customizable Canva posters, a social media digital toolkit and the return of Social Press Kit, both of which included graphic assets, sample posts and information on CanFilmDay. In addition to being [easily accessible on our website](#), the toolkit was distributed to all sponsors and supporters.



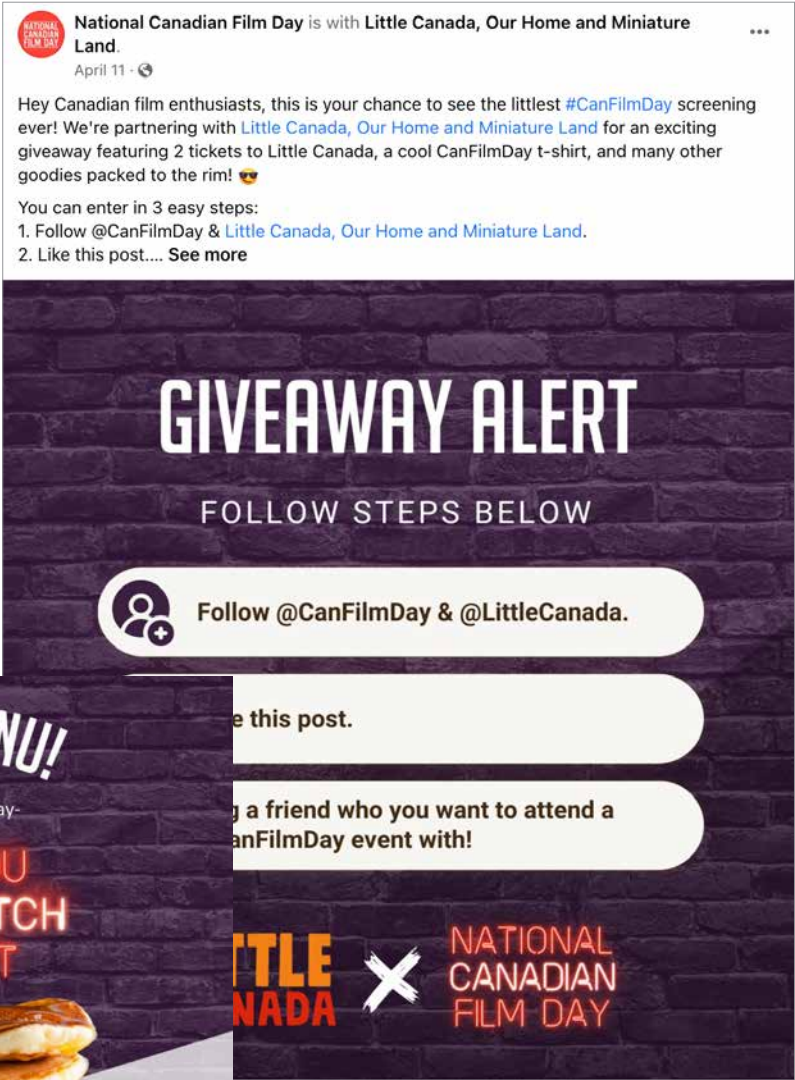
# CANFILMDAY SWAG

This year, members of the film industry, media, and other special partners received boxes of CanFilmDay goodies. The boxes included CanFilmDay pins, magnets, t-shirts, balloons, colouring books and recipe cards, as well as treats such as popcorn and chocolate by Peace by Chocolate, and mugs, notebooks, pens and other special items generously donated by our sponsors such as Netflix, Corus, Hollywood Suite, ACTRA and others.

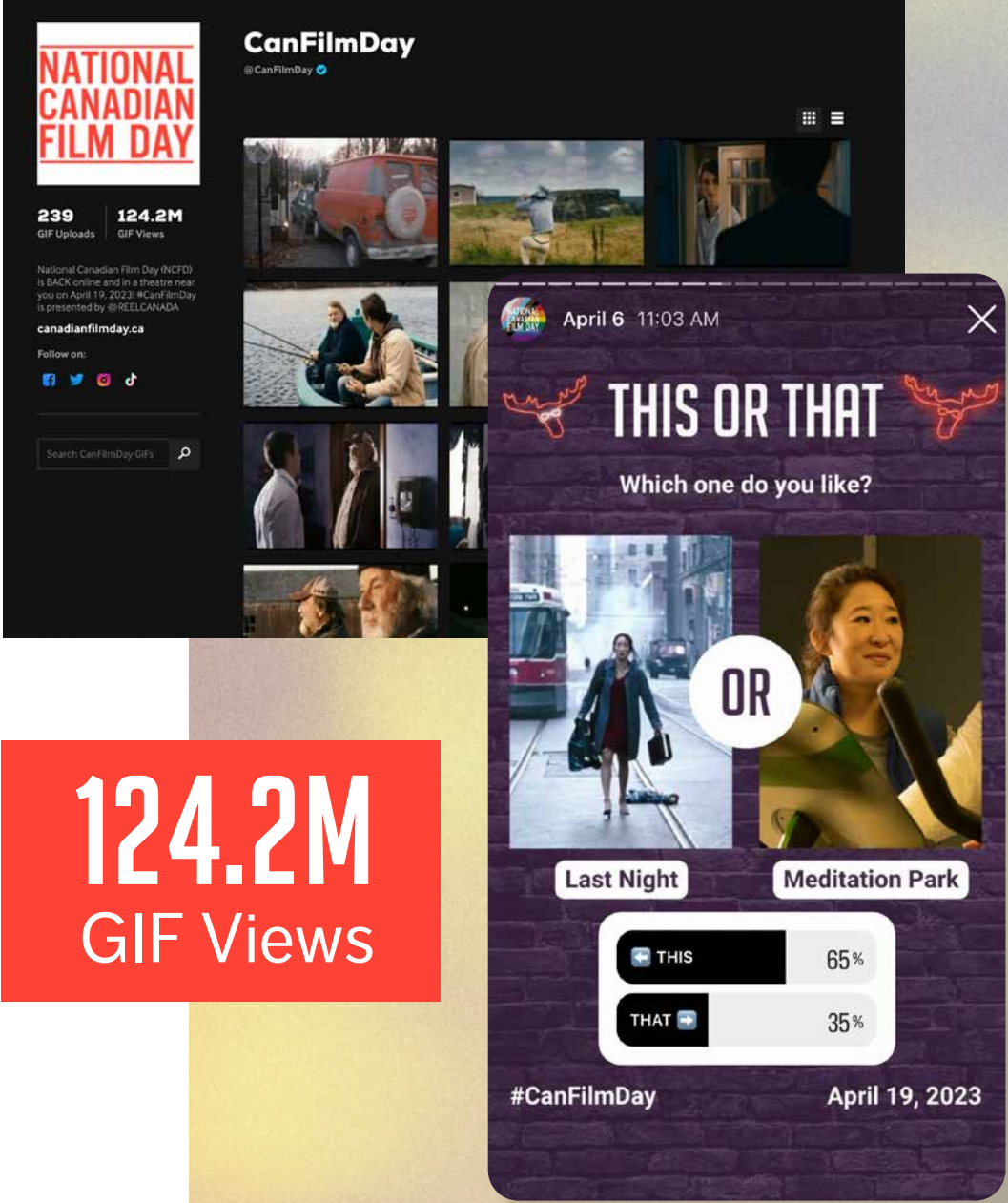


# SOCIAL MEDIA ACTIVITIES

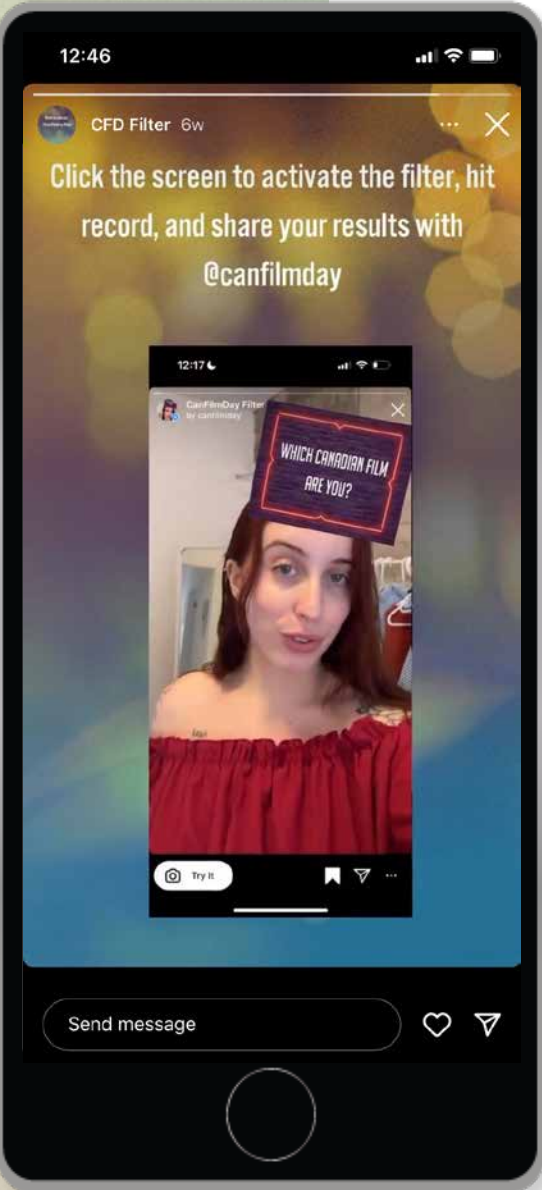
This year for our big 10th anniversary, we updated our popular Instagram filter and added to our social media games and polls — making CanFilmDay a more fun and interactive experience for those celebrating online!



Our social campaign reached OVER 2 MILLION CANADIANS



124.2M GIF Views



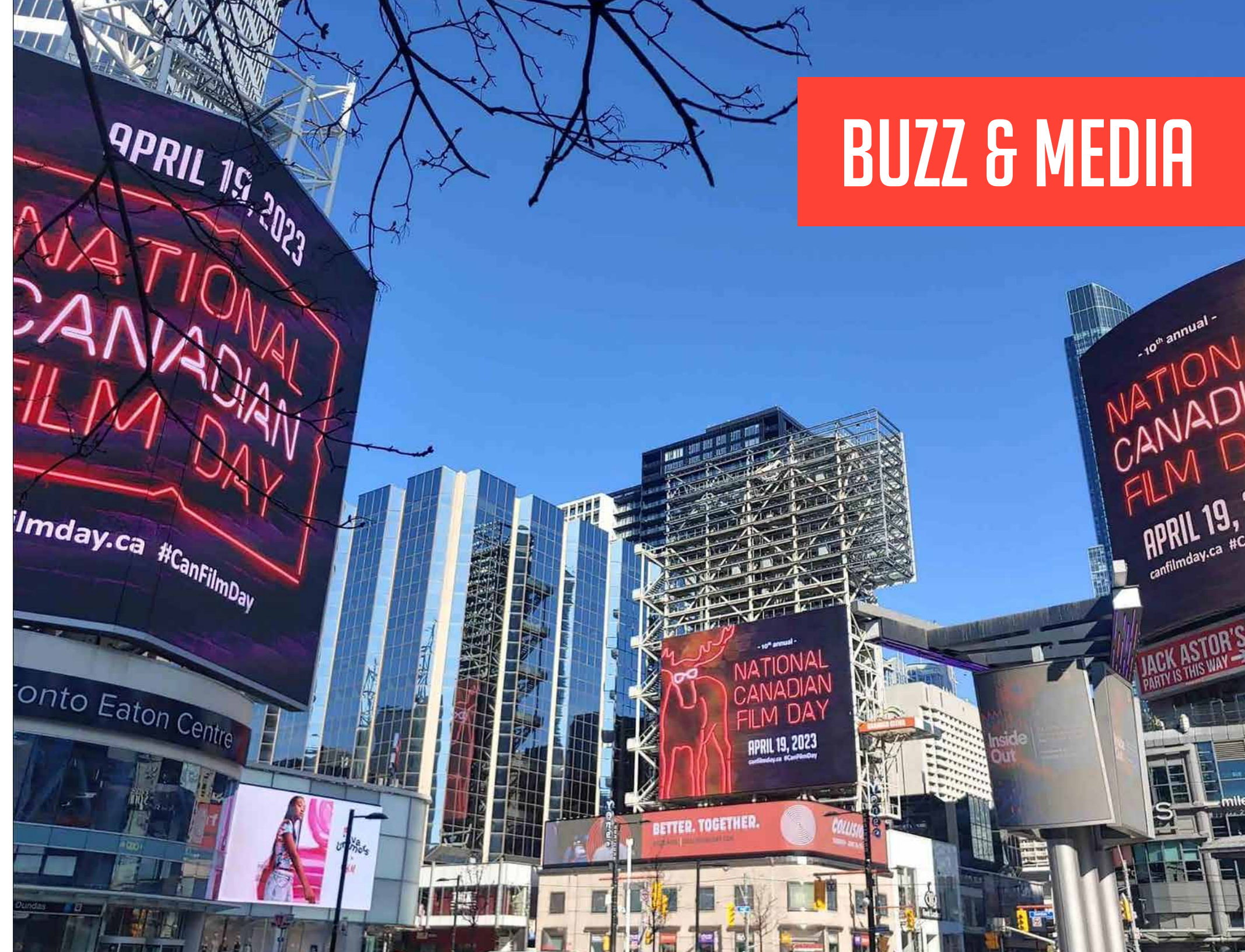
@CanFilmDay



“IF WE DON'T STOP AND  
PAUSE TO CELEBRATE THE  
**GENUINELY EXCELLENT  
THINGS GOING ON IN  
CANADIAN FILM**, THEN WE  
RISK TAKING THE ENTIRE  
CULTURE FOR GRANTED.

– Barry Hertz, The Globe and Mail

**BUZZ & MEDIA**





# MEDIA COVERAGE HIGHLIGHTS



1.6 MILLION online views of 322 pieces of coverage



3.7 MILLION total circulation of print coverage



## Here and Now Toronto with Gill Deacon



National Canadian Film Day is celebrating the best of Canadian cinema for the past 10 years. Movie lovers can screen hundreds of Canadian films online and in venues across the country. Jack Blum is the co-founder and executive director of REEL Canada, the organization behind National Canadian Film Day. Jack Blum stopped by our studio to talk films.

Play Segment 8:21 Share Segment

ORIGINAL  
CIN

## National Canadian Film Day: How to Watch, From Screen to Shining Screen

April · National Canadian Film Day, Reel Canada, Strange 18, Brew, Fubar, The Saddest Music in the World, Hockey 2023movies, Atanarjuat: The Fast Runner, Gordon Pinsent, Jeff Barnaby, Blood Quantum

By Liam Lacey

10th anniversary National Canadian Film

PLAYBACK

SUBSCRIBE NOW MY ACCOUNT SIGN OUT

FILM TV MAGAZINE SESSIONS CAREERS EVENTS SPOTLIGHTS FILTER SPONSORED

BANFF Inspired connections. ideas. dealmaking. REGISTER NOW

## National Canadian Film Day doubles numbers in 10th year

BY VICTORIA AHEARN

34 mins ago



NATIONAL CANADIAN FILM DAY

APRIL 19

canfilmday.ca



Join us for an ALL YOU CAN WATCH BUFFET of Canadian film!

Oakville News

NEWS CULTURE & LIFESTYLE BUSINESS COMMUNITY REVIEWS

HOME / COMMUNITY /

## Richie Mehta double bill leads National Canadian Film Day 2023

BY TYLER COLLINS APRIL 19, 2023 8:00 AM



TORONTO GUARDIAN

HOME ARTS FOOD & DRINK LIFESTYLE MUSIC TRAVEL THE C

RECENT NEWS [ May 17, 2023 ] Which Toronto restaurants made Canada's 100 Best list for 2023? FOOD &

HOME ARTS How to Celebrate National Canadian Film Day

## How to Celebrate National Canadian Film Day

CANUCKLE

A DAILY Canadian WORD GAME  
FUN FACT

Canada is home to some incredible actors! Some of our all-time favourites include: Mike Myers, Rachel McAdams, Jim Carrey, Seth Rogen, Ryan Reynolds, Graham Greene, Ryan Gosling, Cobie Smulders, John Candy, Elliot Page, Keanu Reeves, Neve Campbell, Donald & Kiefer Sutherland, Michael J. Fox, Tom Green, Evangeline Lilly, Jay Baruchel, Michael Cera, William Shatner, Brendan Fraser, Nathan Fillion, Catherine O'Hara, Eugene & Dan Levy, Leslie Nielsen, Martin Short, Gordon Pinsent, Megan Follows, Christopher Plummer, Lorne Greene, Adam Beach, Dan Aykroyd, Sandra Oh, and Matthew Perry just to name a few!

April 19th is the 10th annual National Canadian Film Day! You're invited to an All You Can Watch Buffet of Canadian film, featuring Canadian actors, directors, producers, and more. Head over to [canfilmday.ca](https://canfilmday.ca) to check out all the films! #CanFilmDay

Arts, Film

ating our talented filmmakers and culture on National Canadian Film Day, we're celebrating all things cinema offers in person and online. Over 1300 live events are taking place across the country, and special events! A great opportunity to rewatch a classic, or discover new talent. Here is what's happening and how you can join in!

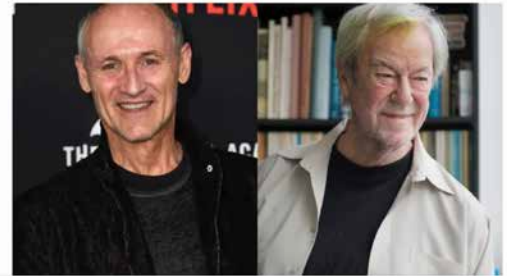


ET Canada

## Colm Feore Remembers Iconic Actor Gordon Pinsent On National Canadian Film Day

19 APRIL 2023

Canada is paying tribute to Gordon Pinsent. In celebration of National Canadian Film Day (April 19), a series of online and in-theatre events are being held in memory of the late icon of Canadian film, featuring Colm Feore, Mary Walsh and Peter O'Brian. [readmore] label="READ MORE:" link="https://etcanada.com/news/971919/canadian-actor-gordon-pinsent-who-starred-in-away-from-her-has-died-at-92/" text="Canadian Actor Gordon Pinsent, Who Starred In...



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## The World's Largest Film Festival Turns Ten on April 19, 2023, With Major Tributes and National Partnerships

NEWS PROVIDED BY REEL CANADA Apr 03, 2023, 13:34 ET

SHARE THIS ARTICLE

Governor General returns as Honorary Patron

TORONTO, April 3, 2023 /CNW/ - National Canadian Film Day (CanFilmDay), presented by REEL CANADA, is bigger than ever for its tenth anniversary on April 19, 2023. With over 1300 live events taking place from coast-to-coast-to-coast, and approximately 120 events in nearly 45 countries around the world.

We are honoured to announce that Canada's Governor General, the Right Honourable Mary McLaughlin, will be returning to the role of Honorary Patron for the 10th anniversary of National Canadian Film Day.

A detailed announcement and special guest list will be coming soon, but here are some highlights to get you excited.

Canadian cinema is celebrating its 100th anniversary since our last CanFilm Day. We are honoured to announce that Canada's Governor General, the Right Honourable Mary McLaughlin, will be returning to the role of Honorary Patron for the 10th anniversary of National Canadian Film Day.

Canadian screen legends celebrated with multi-media tributes. The award-winning director and producer, who has won numerous awards, will be honoured with a special tribute.

in Vancouver will be screening the film 'The Last Days of Pompeii' by Peter O'Brian in 2023.

CBC

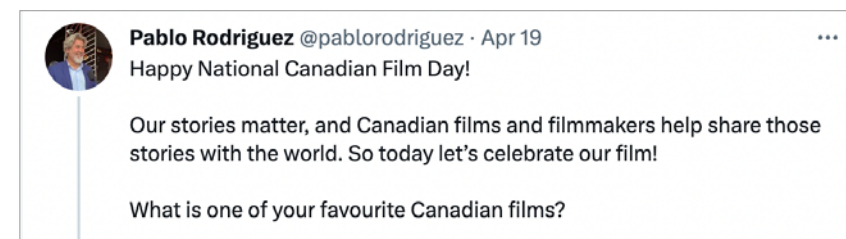
## National Canadian Film Day means getting excited about what's playing on big and small screens | CBC News

19 APRIL 2023

In honour of the 10th annual National Canadian Film Day, CBC has compiled some of the brightest productions to expect over the rest of the year, and - when possible - let you know when you can expect to see them.



# SOCIAL MEDIA HIGHLIGHTS

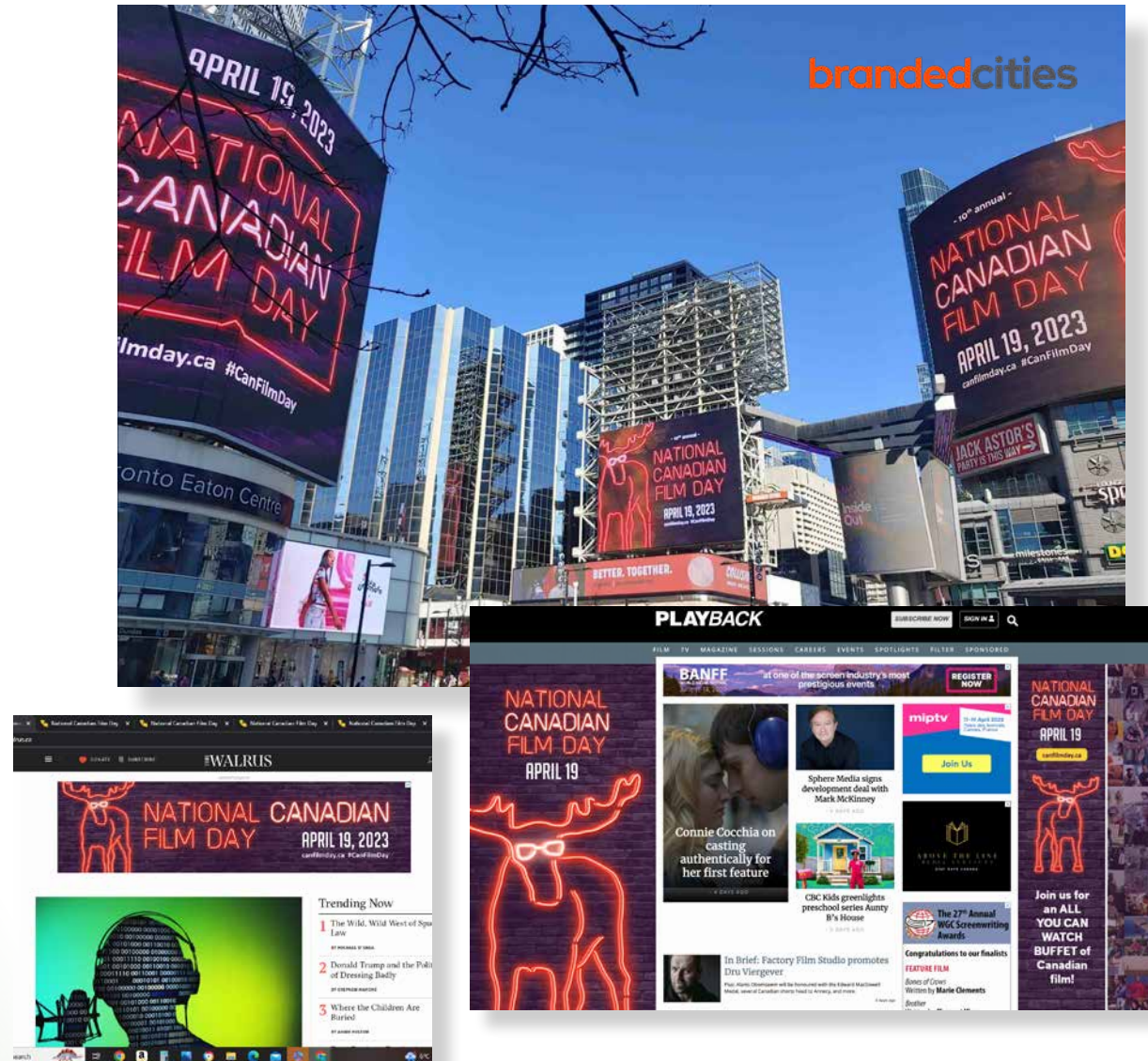




# ADVERTISING

CanFilmDay's 2023 marketing campaign started with a takeover of Toronto's Yonge-Dundas Square, which not only included billboards, thanks to our returning partnership with Branded Cities, but an activation in the Square. Attended by 350 people, the booth, situated in the centre of the square, featured a Canadian film game with prizes. TV screens displayed additional advertisements, clips and information. There was even a visit from our mascot Maurice the Moose!

Online, we ran CanFilmDay web and newsletter ads in *Playback*, *The Walrus* and *Letterboxd*, which garnered nearly 500,000 impressions. As part of this campaign, we sponsored an email to Letterboxd members in Canada with details on how to participate in CanFilmDay that earned a whopping 49% open rate.

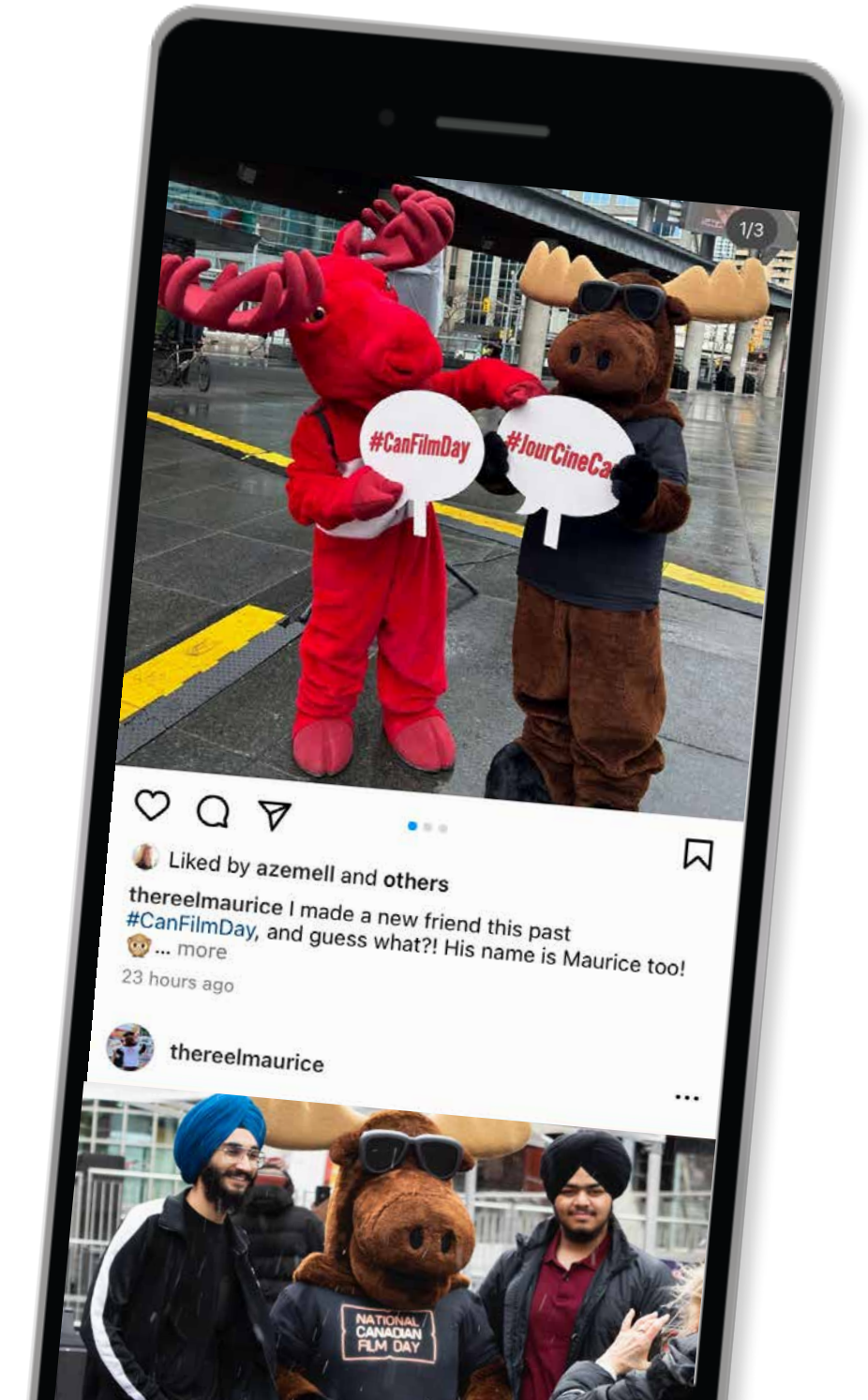


# MAURICE THE MOOSE

Maurice the Moose, the CanFilmDay mascot, was once again central to the festivities, appearing at Toronto's Yonge-Dundas Square to promote the day, celebrating with the Little Canada mascot (also named Maurice!) and handing out prizes.

Maurice also visited the Bradford Valley Long Term Care home, watching Canadian films and having fun with the residents.

And, of course, Maurice was front and centre online, documenting his activities at [@thereelmaurice](#).





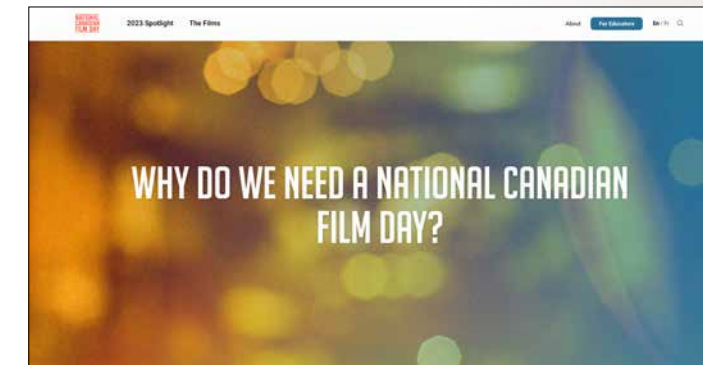
# PROMOTIONAL VIDEO

Every year, we create a promotional video for CanFilmDay that is run by many of our broadcast and streaming partners as well as in Cineplex and Landmark cinemas nationwide.

For our 10th anniversary, Montreal animator **Bogdan Anifrani** created an animated video in both French and English that tied in with our All You Can Watch Buffet spotlight theme. We also promoted the video through our social media channels, reaching over **1.2 million people** with an **engagement rate of over 20%**.

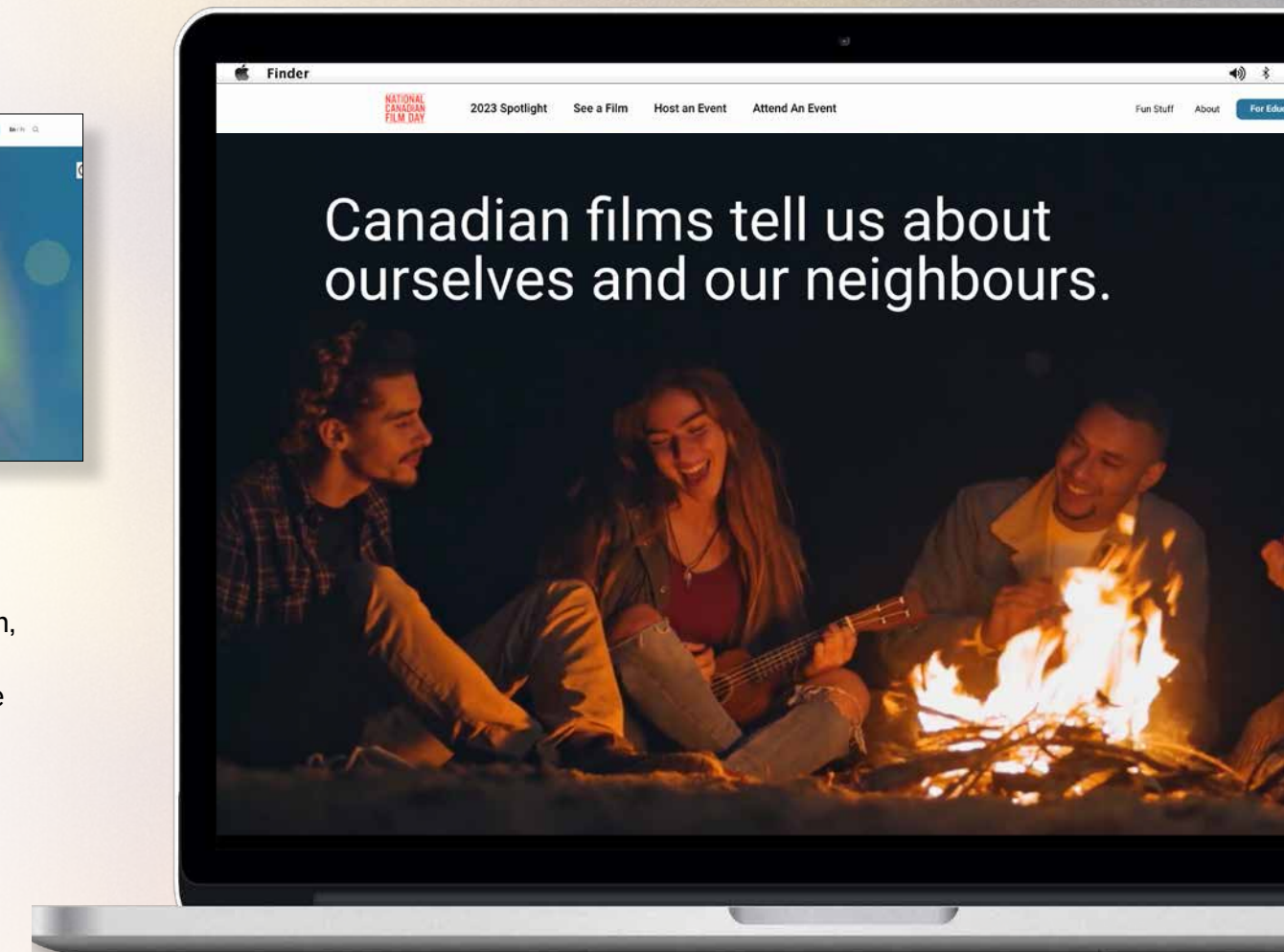


# CANFILMDAY WEBSITE UPDATE



We engaged web development company Denman Digital to redevelop canfilmday.ca. It now incorporates the Canadian Film Collection, a searchable database of Canadian films with information about each film highlighting where the film is available to watch.

[canfilmday.ca](https://canfilmday.ca)





**YOUR TEAM HAS BEEN MOST  
HELPFUL OVER THE PAST 10  
YEARS. I AM SO APPRECIATIVE OF  
YOUR SUPPORT AND I CONSIDER  
MYSELF FORTUNATE TO BE ABLE TO  
PARTICIPATE. THANK YOU.**

*– Tri-County Women's Centre, Yarmouth, NS*





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**National Canadian Film Day Managers:** Kenzia Dalie, Eric Tisch  
**CanFilmDay Senior Coordinators:** Alice Lockwood,  
Andrea Nirmala Widjajanto  
**CanFilmDay Coordinators:** Charlene Nguyen, Sarah Fellows,  
Shian Grace  
**Senior Bilingual & International Coordinator:** Laura Chaignon  
**Senior Festivals Coordinator:** Ben Whyte  
**CanFilmDay Support:** Olly Prime, Natalie Vaughan-Graham  
**CanFilmDay Intern:** Alicia Florentino

**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  
**Senior Development & Festivals Coordinator:** Eda Ataergin

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

**TECHNICAL PRODUCTION**  
**Technical Director:** Mark Meeks  
**Assistant Technical Director:** Austin MacDonald

**COMMUNICATIONS**  
**Communications Managers:** Kerry Kupecz, Rebecca Poier  
**Graphic Designer:** Chantal Speirs (Anishinaabe)  
**Graphic Design/Creative Content Intern:** Nirujaa Vasantharajah  
**Video Production:** MXL Media  
**Senior Communications Coordinator:** Cait MacMullin  
**Digital Communications Coordinator:** Bisma Jay

**OUTREACH**  
**Outreach Manager:** Diriye Hassan  
**Outreach Coordinator:** Gita Miller  
**Outreach Support:** Terri Cherniack, Angie Gei

**EDUCATIONAL RESOURCES**  
**Educational Resources Manager:** Joshua Bertram

**Additional CanFilmDay support provided by  
the Reel Opportunities team:**  
**Manager:** Pari Ludin  
**Senior Coordinator:** Sadiah Rahman  
**Bilingual Reel Opportunities Coordinator:** Ariel Abrego Gaitan  
**Reel Opportunities Coordinator:** Jahlani Gilbert-Knorren,





I'VE BEEN PARTICIPATING IN NATIONAL CANADIAN FILM DAY FROM THE VERY START! **THE FUNDERS OF [CANFILMDAY] SHOULD BE CONGRATULATED** ON THEIR SUPPORT FOR CANADIAN CINEMA AND THOSE OF US WHO SHOW FILMS ARE DEEPLY APPRECIATIVE. THANK YOU!

– Monday Night Movies, Tofino, BC



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# NATIONAL CANADIAN FILM DAY

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