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NATIONAL  
CANADIAN  
FILM DAY

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**2024 HIGHLIGHTS**



**REEL CANADA ensures National Canadian Film Day reflects the diversity of the art form and its audiences across our country. An indispensable annual showcase of homegrown talent.**

*— Shaun Inouye, The Cinematheque, Vancouver, BC*

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# LETTER FROM OUR FOUNDERS

Now in our 11<sup>th</sup> year, it's easy to lose sight of how unique an event like this is, a celebration of Canadian film that spans the entirety of the country and around the world.

So this year, when we had the privilege of hosting a special sneak preview event at Rideau Hall for an audience of new Canadians, it was a welcome reminder of why this event matters, and why our community partners and audiences come back year after year.

As you flip through this report, we encourage you to not only look at the scope of the day (we know, it's huge!) but to also remember the reason why it's important to have days like this. For us, it always comes back to the people. Each one of these 1740 screenings brings together an audience that's united by their desire to celebrate Canadian film and culture. And behind each of those films are Canadian creatives passionately sharing their stories.

This is the reason we chose our 2024 spotlight theme, Films That A.I. Could Never Make. Artificial Intelligence seems to be an unstoppable force, and definitely the hot topic of the day. But beyond that, our spotlight is a reminder that artists shape our industry, and that without their work telling Canadian stories, we'd lose an essential part of our culture.

Every year, our partners around the world remind us just how much people want to watch a Canadian film when given the opportunity. Whether it was in a movie theatre, school, library, community centre, retirement home, legion hall or even just your living room, there was a Canadian film ready to be screened. This year, we also had an opportunity to present new films to audiences before their release,

with a series of sneak peeks and previews that brought a fantastic new element to our annual festivities.

With over 1700 events, we were astonished by the number of partners who came to us with fun, exciting and impactful events surrounding Canadian films. The contents of this summary can only scratch the surface of the truly incredible stories from the day.

We're so proud of this year's edition, and of our team that put in a gargantuan effort to make it such a success. We hope that you enjoy this report, and that you feel equally inspired by this incredible party driven by humans... for humans.



**Jack Blum**  
Executive Director



**Sharon Corder**  
Artistic Director



# EXECUTIVE SUMMARY

- More than **1700 screenings** across Canada and in **33 countries** around the world.
- Over **75,000 audience members** attended live events and approximately **2.5 million people** enjoyed a Canadian film on broadcast or online.
- **114 special guests** joined us, including **Carmen Aguirre, Jay Baruchel, Christene Browne, Caitlin Cronenberg, Melissa D'Agostino, Tracey Deer** (Mohawk), **Sophie Dupuis, Atom Egoyan, Philippe Falardeau, Frances Fisher, Emily Hampshire, Matt Johnson, Cody Lightning** (Cree), **Don McKellar, Ally Pankiw, Matthew Rankin, Mina Shum**, and many more.
- Every major broadcaster and streaming service in Canada participated, with a wide variety of programming for CanFilmDay.
- **Her Excellency the Right Honourable Mary Simon, Governor General of Canada and viceregal patron of REEL CANADA**, hosted a sneak peek event at Rideau Hall for newcomers to Canada. Audiences were treated to screenings of *Peace By Chocolate* (with special guest **Tareq Hadhad**) and *Ru* (with special guests, author **Kim Thúy** and director **Charles-Olivier Michaud**).
- Our RCTV livestream for high school students brought together almost **13,000 students** across Canada in dialogue with **Alanis Obomsawin** (Abenaki), the legendary director of *Honour to Senator Murray Sinclair*, moderated by **Kelly Boutsalis** (Mohawk).
- **63 international screenings** in **33 countries**.
- We partnered with several distributors to offer exciting new films in advance of their release, including: red carpet premieres of *The King Tide* in St. John's and *Humane* in Toronto; screenings of *Mother of All Shows* in Stirling, ON, and *The Great Salish Heist* in Vancouver; and the new dramedy *I Used to Be Funny* in 22 independent cinemas in partnership with the Network of Independent Canadian Exhibitors.
- A tribute to late award-winning director and REEL CANADA board member **Charles Officer**, presented in Toronto in conjunction with the Regent Park Film Festival and BIPOC TV & Film.
- A tribute to Canadian filmmaking icon **Don Shebib**, with a panel in Ottawa hosted by the Canadian Film Institute and screenings in Vancouver, BC, and Stratford, ON.
- A tribute to legendary director **Norman Jewison**, with a rare presentation of *The Life and Times of Norman Jewison*.
- A presentation in Toronto of the hit film *BlackBerry* with **Matt Johnson** in attendance, presented by the Canadian Film Festival.
- Partnerships with community networks, including Indigenous Friendship Centres, Big Brothers and Big Sisters of Canada, Canadian Armed Forces bases, Chartwell Retirement Residences, Canadian Parents For French, Sienna Senior Living, Royal Canadian Legions, and artist-run centres that are part of the ARCA network.
- CanFilmDay generated **329 pieces of media coverage** with **5.4 million** online and **3.4 million** print views.

# CANFILMDAY 2024

## BY THE NUMBERS

ESTIMATED

### 2.5 million



Canadians watched a Canadian film on broadcast and streaming

ESTIMATED

### 75,000+



audience members attended our live events

### 1740



screenings across Canada and around the world

### 3.4 million



total circulation of print coverage

### 5.4 million



online views of **329** pieces of media coverage

### 63



international screenings in **33** countries

### 114

special guests

### 1220

events enhanced with guest appearances, videos, or special activities

### 212

French-language events

### 630+

screenings of Indigenous-made films

## 98%

of respondents would like to participate next year

*It felt nice to feel connected to something happening across the country, to be a part of something really special.*

— Jocelyn Richardson, Village Manor Retirement Community, Waterdown, ON

# 1740 EVENTS WORLDWIDE

in 2024



We updated our interactive Google map with detailed information about our events around the world.

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

# CANFILMDAY INFRASTRUCTURE

## PARTNERSHIPS & NETWORKS FROM 2019 TO 2024

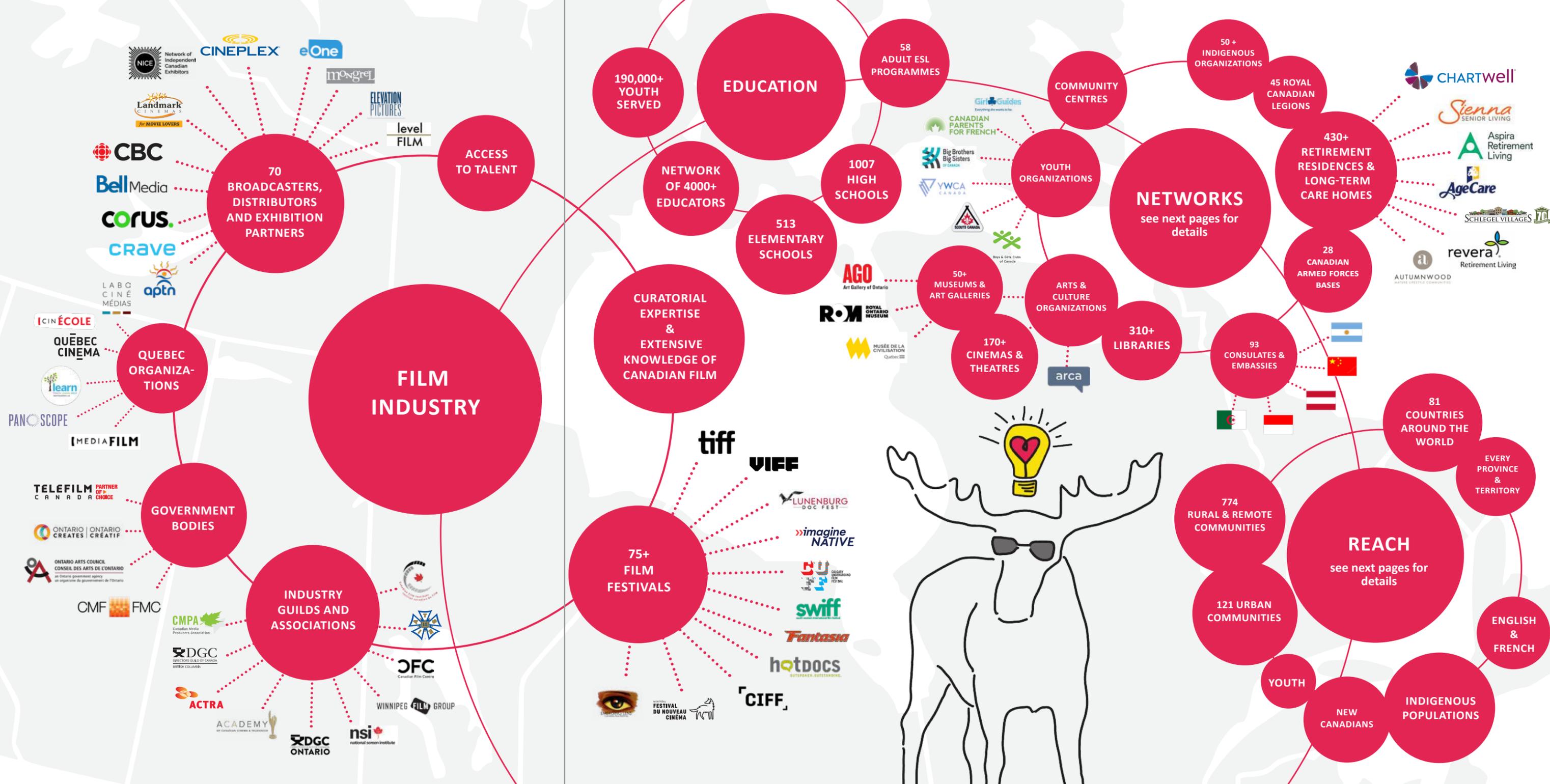
The size and scope of National Canadian Film Day is impossible to put into words, so we're putting it into pictures instead.

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
- BGC Canada
- Canadian Parents for French
- Girl Guides of Canada
- Kiwanis Clubs
- Scouts Canada
- YWCA

## 430+ Retirement Residences and Long-Term Care Homes including:

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

## Government Bodies:

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

## 93 Consulates and Embassies including:

- |                                    |                   |                        |
|------------------------------------|-------------------|------------------------|
| • Algeria                          | • Iraq            | • Sri Lanka            |
| • Argentina                        | • Ireland         | • Sweden               |
| • Australia                        | • Italy           | • Taiwan               |
| • Austria                          | • Jamaica         | • Tanzania             |
| • Belgium                          | • Jordan          | • Thailand             |
| • Benin                            | • 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:

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

## 50+ Museums & Art Galleries including:

- Art Gallery of Greater Victoria (Victoria, BC)
- Bata Shoe Museum (Toronto, ON)
- Bill Reid Gallery of Northwest Coast Art (Vancouver, BC)
- The Bows (Calgary, AB)
- The Brown Homestead (St. Catharines, ON)
- Bruce County Museum & Cultural Centre (Southampton, ON)
- Buffalo Nations Museum (Banff, AB)
- Canadian Museum for Human Rights (Winnipeg, MB)
- Canadian Museum of History (Gatineau, QC)
- Casa Arts Centre (Lethbridge, AB)
- Centre Materia (Quebec, QC)
- Climax Community Museum (Climax, SK)
- Creative Nomad Studios (Orillia, ON)
- Dalnavert Museum (Winnipeg, MB)
- Didsbury and District Historical Society (Didsbury, AB)
- Elgin County Museum (St. Thomas, ON)
- Forth (Winnipeg, MB)
- Galloway Station Museum (Edson, AB)
- Gallery 101 (Ottawa, ON)
- Gibson House Museum (Toronto, ON)
- Giant Screen Theatres
- Huronia Museum (Midland, ON)
- Japan Foundation (Toronto, ON)
- Kamloops Art Gallery (Kamloops, BC)
- Modern Fuel Artist-Run Centre (Kingston, ON)
- Montgomery's Inn (Toronto, ON)
- The Muse (Kenora, ON)
- Museum of the Highwood (High River, AB)
- The New Gallery (Calgary, AB)
- New Iceland Heritage Museum (Gimli, MB)

## 310+ Libraries including:

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

## 170+ Cinemas & Theatres including:

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

## 45 Royal Canadian Legions

## 28 Canadian Armed Forces Bases

NATIONAL CANADIAN FILM DAY

# FILM INDUSTRY PARTNERSHIPS

## Quebec Organizations:

- CinÉcole
- Cinemedia
- La Cinémathèque québécoise
- Learn Quebec
- Mediafilm
- Panoscope
- Québec Cinéma

## Government Bodies:

- Canada Media Fund
- Creative BC
- Manitoba Film and Music
- NWT Film Commission
- Ontario Arts Council
- Ontario Creates
- Telefilm Canada
- The Thompson-Nicola Film Commission
- Yukon Media Development

## 75 + Film Festivals including:

- Asinabka Film & Media Arts Festival (Ottawa, ON)
- Available Light Film Festival (ALFF) (Whitehorse, YT)
- Barrie Film Festival (Barrie, ON)
- Bay of Blood Film Festival (North Bay, ON)
- Calgary International Film Festival (CIFF) (Calgary, AB)
- Calgary Underground Film Festival (CUFF) (Calgary, AB)
- Canada China International Film Festival (CCIFF) (Montréal, QC)
- Canadian Film Fest (Toronto, ON)
- Chilliwack Independent Film Festival (Chilliwack, BC)
- Cinéfranco (Toronto, ON)
- Dawson City International Short Film Festival (Dawson, YT)
- Dreamspeakers Festival Society (Edmonton, AB)
- The Emerging Lens Cultural Film Festival (Halifax, NS)
- explorASIAN Festival (Vancouver, BC)
- Fantasia International Film Festival (Montréal, QC)
- Festival du nouveau cinéma (Montréal, QC)
- Gimli Film Festival (GIFF) (Gimli, MB)
- Hamilton Film Festival (Ancaster, ON)
- Hot Docs Canadian International Documentary Festival (Toronto, ON)
- imagineNATIVE Film and Media Arts Festival (Toronto, ON)
- Inside Out Film Festival (Toronto, ON)
- Kingston Canadian Film Festival (KCF) (Kingston, ON)
- Lunenburg Doc Fest (Bridgewater, NS)
- Milton Film Festival (Milton, ON)
- New West Film Fest (Burnaby, BC)
- Nickel Independent Film Festival (St. John's, NL)
- NorthwestFest International Documentary Festival (Edmonton, AB)
- Oakville Festivals of Film & Art (Oakville, ON)
- Okotoks Film Festival (Okotoks, AB)
- Ottawa Canadian Film Festival (OCanFilmFest) (Ottawa, ON)
- Regent Park Film Festival (RPF) (Toronto, ON)
- Rendez-vous Québec Cinéma (Montréal, QC)
- Saskatoon Fantastic Film Festival (Saskatoon, SK)
- South Western International Film Festival (SWIFF) (Sarnia, ON)
- St. John's International Women's Film Festival (SIWFF) (St. John's, NL)
- Storytellers Film Festival (The Pas, MB)
- Toronto International Film Festival (TIFF) (Toronto, ON)
- Toronto Jewish Film Festival (TJFF) (Toronto, ON)
- Toronto Reel Asian International Film Festival (Toronto, ON)
- Vancouver Asian Film Festival (VAFF) (Vancouver, BC)
- Vancouver International Film Festival (VIFF) (Vancouver, BC)
- Victoria Film Festival (VFF) (Victoria, BC)
- Vox Popular Media Arts Festival (Thunder Bay, ON)
- Western Arctic Moving Pictures (WAMP) (Yellowknife, NT)
- Whistler Film Festival (Whistler, BC)
- Yorkton Film Festival (YFF) (Yorkton, SK)

## Distributors:

- A-Z Films
- Axia Films
- Cineplex Pictures
- Criterion Pictures
- La Distributrice de films
- Elevation Pictures
- Entertainment One
- Entract Films
- EyeSteelFilm
- Les films de ma vie/les films d'aujourd'hui
- Les Films du 3 Mars
- Filmoption International
- Films We Like
- Les Films Opale
- Les Films Séville
- Fragments Distribution
- FunFilm Distribution
- Game Theory Films
- H264
- Hawkeye Pictures
- Immina Films
- Indiecan Entertainment
- Isuma
- K-Films Amérique
- levelFILM
- Lionsgate
- MDF Productions
- Maison 4:3
- Métropole Films Distribution
- Mongrel Media
- NFB
- Photon Films
- Raven Banner Entertainment
- Rhombus Media
- Sphere
- Spira
- Sullivan Entertainment
- Travelling Distribution
- TVA Films
- Verité Films
- Vortex Media
- Vtape
- VVS
- White Pine Pictures

## Broadcasters & Streamers:

- APTN
- APTN lumi
- Bell Media
- Blue Ant Media
- CBC
- CBC Gem
- CHCH TV
- Cinépop
- Corus Entertainment
- Crave
- Encore+
- Family
- GameTV
- Highball.TV
- Hollywood Suite
- Netflix
- OUTtv
- Pluto TV
- The Roku Channel
- Super Channel
- Super Écran
- TFO
- TLN
- Uvagut TV
- Vision
- WildBrain Television

## 85+ Film Societies and Film Clubs including:

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

## Industry Guilds and Associations:

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

## Exhibition Partners:

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

NATIONAL  
CANADIAN  
FILM DAY

# CANFILMDAY AT RIDEAU HALL

On March 18, Her Excellency the Right Honourable Mary Simon, Governor General of Canada and viceregal patron of REEL CANADA, invited us to Rideau Hall to present an unforgettable sneak preview of National Canadian Film Day. The evening featured special screenings for two audiences of new Canadians.

*It was a touching event. There was so much love in the room, everyone was hugging and tearing up.*

— Kim Thúy, author of *Ru*



[CLICK HERE TO WATCH HIGHLIGHTS FROM THE NIGHT](#)

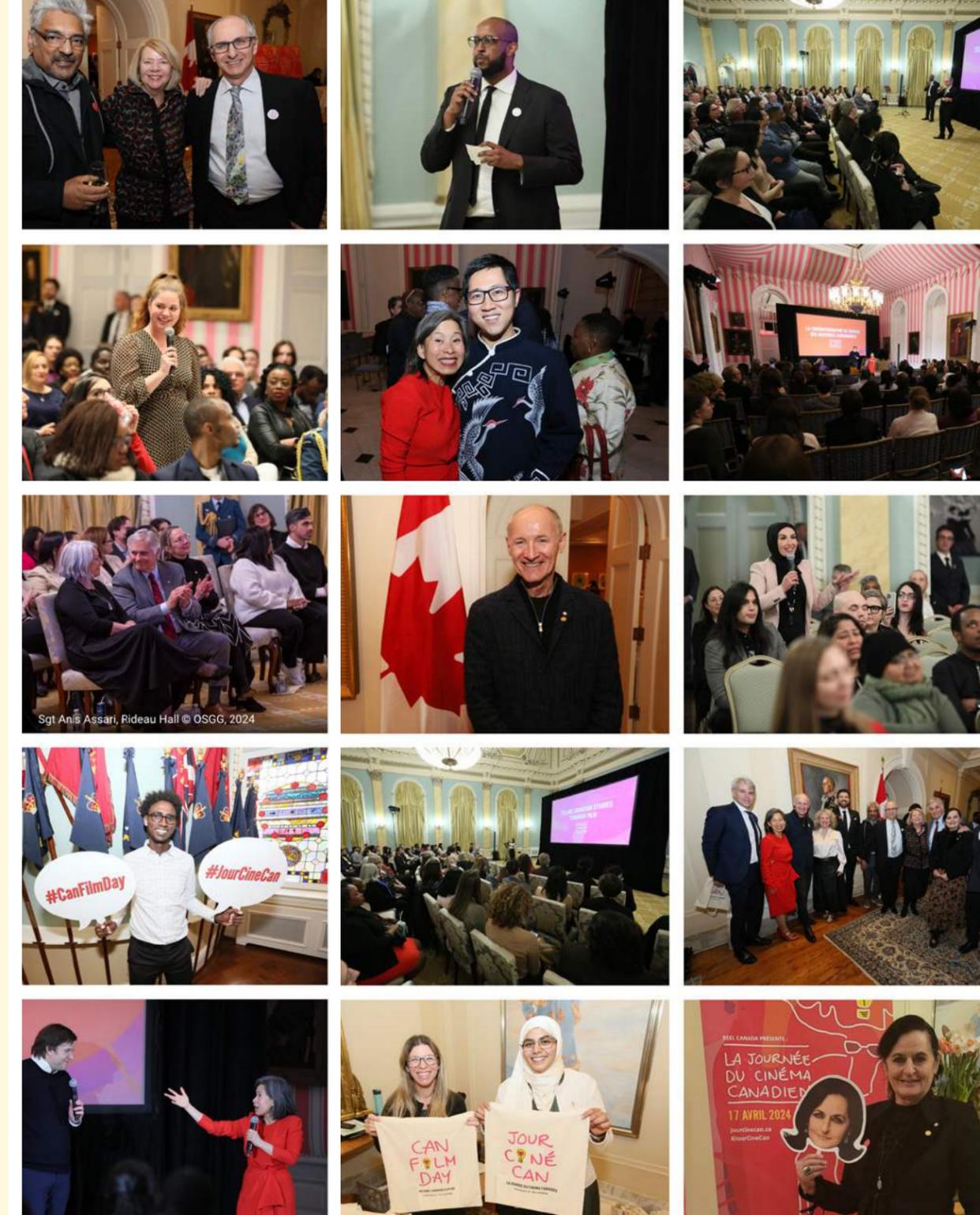
An English-language screening featured the uplifting *Peace by Chocolate*, and a discussion with **Tareq Hadhad**, the real-life entrepreneur who inspired the film.

A French-language screening showcased the moving drama *Ru*, followed by a conversation with director **Charles-Olivier Michaud** and **Kim Thúy**, author of the Governor General Award-winning novel on which the film is based.

In both Q&As, the guests led an emotional conversation about the hardships and joys of finding a new life in Canada. The screenings were followed by a reception hosted by Her Excellency, and provided an opportunity for the new Canadians to meet the special guests and to share stories of their own journey to Canada.

Showcased nationally in *The Globe and Mail*, this moving and inspiring event was not only a special preview of National Canadian Film Day, it was a perfect demonstration of the unifying power of sharing Canadian stories, and a reminder of why we present this festival every year.

Special thanks to Telefilm Canada for making this event possible.





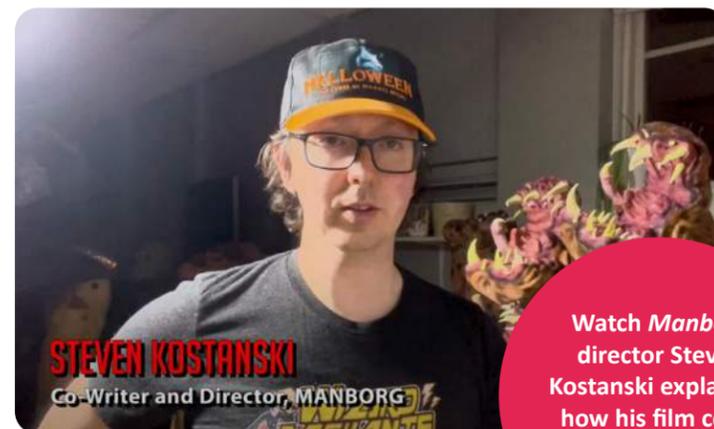
## 2024 Spotlight:

# FILMS THAT A.I. COULD NEVER MAKE

With A.I. creeping into all aspects of our lives, there's been a worldwide discussion about how it will impact art, and films in particular. At REEL CANADA we know that there is no algorithm that can replicate the creativity, diversity, and originality of Canadian filmmakers. And nothing can replace the passion, soul, and personal vision that is at the heart of the 50 films selected for our 2024 Spotlight – films made by Canadian humans for Canadian humans.

*This year's theme...highlighted a humanity that resonated with our audience. [CanFilmDay] is a time to gather, share a collective experience and talk about our responses.*

– Caitlin MacDonald, Community Resource Centre, Killaloe, ON



Watch *Manborg* director Steven Kostanski explaining how his film could never be made by A.I.

## Spotlight Films:

- *Angry Inuk*
- *The Apprenticeship of Duddy Kravitz*
- *Atanarjuat: The Fast Runner*
- *Beans*
- *BlackBerry*
- *The Body Remembers When the World Broke Open*
- *Bon Cop Bad Cop*
- *Brother*
- *Cette maison (This House)*
- *Corbo*
- *Double Happiness*
- *Eternal Spring*
- *eXistenZ*
- *Exotica*
- *The F Word*
- *Fire*
- *Giant Little Ones*
- *Goin' Down the Road*
- *Hey, Viktor!*
- *Humanist Vampire Seeking Consenting Suicidal Person*
- *I Like Movies*
- *Incendies*
- *J'ai tué ma mère (I Killed My Mother)*
- *Léolo*
- *Lovable*
- *The Magical Life of Long Tack Sam*
- *Manborg*
- *A Married Couple*
- *La moitié gauche du frigo (The Left-Hand Side of the Fridge)*
- *Mr. Dressup: The Magic of Make-Believe*
- *Murmur*
- *My Animal*
- *Night Raiders*
- *Nurse.Fighter.Boy*
- *Les ordres (Orders)*
- *Prom Night*
- *The Queen of My Dreams*
- *Roadkill*
- *Ru*
- *The Saddest Music in the World*
- *Seven Veils*
- *Starbuck*
- *Stories We Tell*
- *Testament*
- *Thirty Two Short Films About Glenn Gould*
- *Tia and Piujuq*
- *The Twentieth Century*
- *Wedding in White*
- *Wildhood*
- *A Winter Tan*

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

## Top 10 films screened on CanFilmDay:

1. *Ru*
2. *I Used to Be Funny*
3. *I Like Movies*
4. *BlackBerry*
5. *Hey, Viktor!*
6. *A Bear Named Winnie*
7. *Mr. Dressup: The Magic of Make-Believe*
8. *Butterfly Tale*
9. *Beans*
10. *Brother*



# SPECIAL GUESTS

Corey Adams  
 Blessing Adedijo  
 Carmen Aguirre  
 Barry Avrich  
 Alanna Bale  
 Jay Baruchel

Tiffany Beaudin  
 Henry Bernadet  
 Sarah-Tai Black  
 Leslie Bloom  
 Marla Boltman  
 Kelly Boutsalis (Mohawk)  
 Annie Bradley  
 Wendy "Motion" Brathwaite  
 Christene Browne  
 Julie Bruns  
 Renée Courchene (Anicinabe)  
 Paul Cowan

Alex Craig  
 Caitlin Cronenberg  
 Melissa D'Agostino  
 Justin Decloux  
 Christine Doyon  
 Tracey Deer (Mohawk)  
 Braden Dragomir  
 Sophie Dupuis  
 Jayne Eastwood  
 Atom Egoyan  
 Philippe Falardeau  
 Yves Christian Fournier

Frances Fisher  
 Kelly Fyffe-Marshall  
 Daniel Gravelle  
 Raphel Grosz-Harvey  
 Sirena Gulamgaus  
 Lorenzo Gutiérrez  
 Tareq Hadhad  
 Teri Hart  
 Emily Hampshire  
 Mohammad Ali Hashmi  
 Cindy Hinds  
 Joshua Jackson (Maskekosihk)

Harold C. Joe (Cowichan)  
 Matt Johnson  
 Katherine Jerkovic  
 Steven Kostanski  
 Colm Keating  
 Peter Kuplowsky  
 Suzanne Lacey  
 Jeremy Larter  
 Robert Lantos  
 Cody Lightning (Cree)  
 Alexi Liotti  
 Jason Loftus

Doug MacLeod  
 Spencer MacPherson  
 Kiana Madeira  
 Rup Magon  
 Dave Makichuk  
 Jim Makichuk  
 Don McKellar  
 Charles-Olivier Michaud  
 Thamele Mpumlwana  
 Alison Murray  
 Shasha Nakhai  
 Vincenzo Nappi

Shelley Niro (Kanien'kehaka)  
 Alanis Obomsawin (Abenaki)  
 Murray Ord  
 Donisha Rita Claire Prendergast  
 Ally Pankiw  
 Uni Park  
 Matthew Rankin  
 Daniel Richler  
 Chloé Robichaud  
 Mina Shum  
 Gail Singer

Parminder Singh  
 Michael Sparaga  
 Christian Sparkes  
 Éric Tessier  
 Chantal Thuy  
 Kim Thúy  
 Mary Walsh  
 Rich Williamson  
 Myriam Verreault  
 Vinay Virmani  
 Jake Yanowski



Alanis Obomsawin (right) and Kelly Boutsalis

Robert Lantos (centre)

Christian Sparkes and Frances Fisher

Tiffany Beaudin (left)

Mina Shum (centre)

Raphael Grosz-Harvey (left) and Alison Murray

Christene Browne

Jason Loftus (right)

# PROGRAMMING HIGHLIGHTS

## New Films and Sneak Peeks

We had an exciting lineup of premieres and sneak peeks, giving audiences nationwide a chance to see the next big hits before their release.

### *The King Tide*

Events stretched from Newfoundland to British Columbia, starting with a red carpet premiere of *The King Tide* in St. John's, featuring director **Christian Sparkes**, star **Frances Fisher**, other guests from the film, and industry guests.



### *Mother of All Shows*

Highball.TV hosted an advance screening of their new comedy film *Mother of All Shows* at the historic Stirling Festival Theatre in Ontario, where the film was shot. It was followed by a Q&A with director **Melissa D'Agostino** and other guests from the cast and crew.



Liked by **omarzamir** and **others**  
**melissadags** We had such a wonderful time screening #MOASFilm last night for #NationalCanadianFilmDay back at the Stirling Festival Theatre where we shot the movie.

### *Humane*

In Toronto, the horror film *Humane* was given a red carpet premiere featuring the film's director, **Caitlin Cronenberg**, and stars **Jay Baruchel** and **Emily Hampshire**.

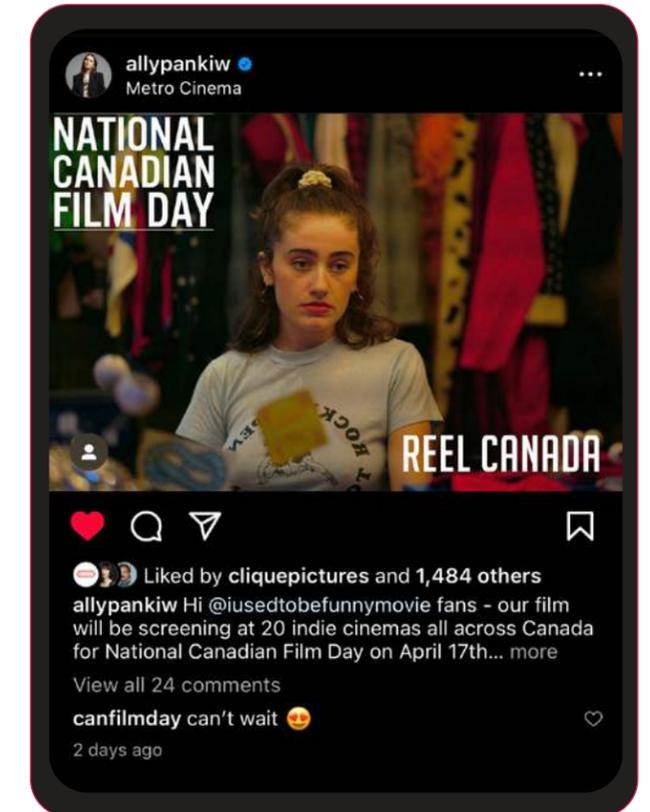


### *The Great Salish Heist*

The Vancouver International Film Festival (VIFF) presented a pre-release screening of *The Great Salish Heist*, preceded by an introduction with **Harold C. Joe** (Cowichan) and **Leslie Bloom** from the film.

### *I Used to Be Funny*

Across the country, we teamed up with the Network of Independent Canadian Exhibitors (NICE) and levelFILM to give audiences in 22 independent cinemas across the country a sneak peek of the new dramedy *I Used to Be Funny*. Each theatre played a recorded introduction from writer/director **Ally Pankiw**, who also attended the screening in Edmonton for a live Q&A.



*The audience loved [I Used to Be Funny] and talked for a long time afterwards about the film.*

— Peg Campbell,  
Qathet Film Society, Powell River, BC

## BlackBerry With Matt Johnson

The Canadian Film Festival presented a sold-out screening of the hit dramedy *BlackBerry*. Wearing his now trademark headband, writer/director **Matt Johnson** charmed the audience in a Q&A hosted by Super Channel's **Teri Hart**.

*National Canadian Film Day is such a great way to celebrate our filmmakers. It's a well-run event — especially given the size of it all! — that's easy and fun to take part in whether you're a partner or an audience member. I would do this again in a heartbeat and I know the audience feels the same way.*

— Bern Euler, Canadian Film Fest, Toronto, ON



## Ru

We were delighted to partner with Immina Films and Amalga to share the powerful film *Ru*, preceded by a video introduction from director **Charles-Olivier Michaud**, for a one-night event at 28 cinemas throughout Quebec. CanFilmDay provided free tickets to the first 50 attendees at each theatre, resulting in a great turnout across the province.

*Ru* was also one of the most popular selections with our screening partners across Canada, giving audiences in English and French the opportunity to watch this Canadian Screen Award winner.



Watch the video introduction

*A wonderful celebration of Canadian film! We had a fabulous trilingual afternoon together!*

— Maria Ressina, Côte Saint-Luc Public Library, Côte Saint-Luc, QC



# TRIBUTES

## A Tribute to Charles Officer

We dedicated the 2024 edition of National Canadian Film Day to our beloved friend, colleague, and board member **Charles Officer**, who passed away in late 2023.

Several events on CanFilmDay paid tribute to Charles and his incredible legacy.

In Toronto: Regent Park Film Festival and BIPOC TV & Film presented a screening of Officer's film *Akilla's Escape*, followed by a moving and thoughtful discussion with special guests reflecting on his enduring impact on the film industry. The discussion was moderated by **Sarah-Tai Black** and featured **Wendy "Motion" Brathwaite**, **Donisha Rita Claire Prendergast**, **Thamela Mpumlwana** and **Jake Yanowski**.

In Toronto: The Centre for Social Innovation screened *Unarmed Verses* and hosted a conversation with Art Starts, the community arts program featured in the film, and filmmaker **Yazmeen Kanji**, who was personally mentored by Charles.

In Halifax: Atlantic International Film Festival (AIFF) showed *Unarmed Verses*, preceded by an introduction from their Director of Programming, **Lisa Haller**.

In Guelph: The Bookshelf, Arts Everywhere and the Guelph Black History Society presented *Nurse.Fighter.Boy*.



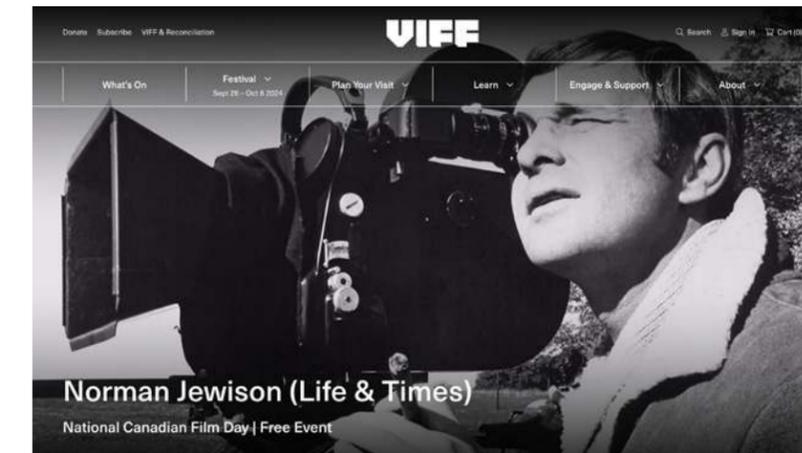
[For more on Charles Officer's legacy, click here.](#)

## A Tribute to Don Shebib

Celebrating the life and legacy of Canadian filmmaking pioneer **Don Shebib**, The Canadian Film Institute presented his breakout feature *Goin' Down the Road*, which included a moving discussion between **Jayne Eastwood**, who starred in the film, and DGC Ontario chair **Annie Bradley**, Shebib's longtime friend and colleague.

The Vancouver International Film Festival (VIFF) and Little Prince Cinema in Stratford, ON, also screened *Goin' Down the Road* in tribute to Shebib.

[Click here to visit our tribute to Don Shebib on our website.](#)



## A Tribute to Norman Jewison

VIFF also honoured the passing of another legendary Canadian director, **Norman Jewison**, with a rare presentation of *The Life & Times of Norman Jewison*, which features the late filmmaker on a journey across the country, on his way to the Vancouver International Film Festival.

[Click here for more on Norman Jewison's incredible career.](#)

# ENHANCED EVENTS

## Anniversary Screenings

### *Another Planet*

The Reelworld Film Institute welcomed director **Christene Browne** for a 25<sup>th</sup> anniversary screening of her film *Another Planet*, the first feature directed by a Black woman in Canada.



### *Exotica*

**Atom Egoyan** presented a 30<sup>th</sup> anniversary screening of *Exotica* at the Festival Tower above the TIFF Lightbox, joining afterwards for a terrific Q&A.

### *Shake Hands With the Devil*

The Hot Docs Ted Rogers Cinema presented a special 20<sup>th</sup> anniversary screening of the powerful documentary *Shake Hands with the Devil*.

### *The Wanted 18*

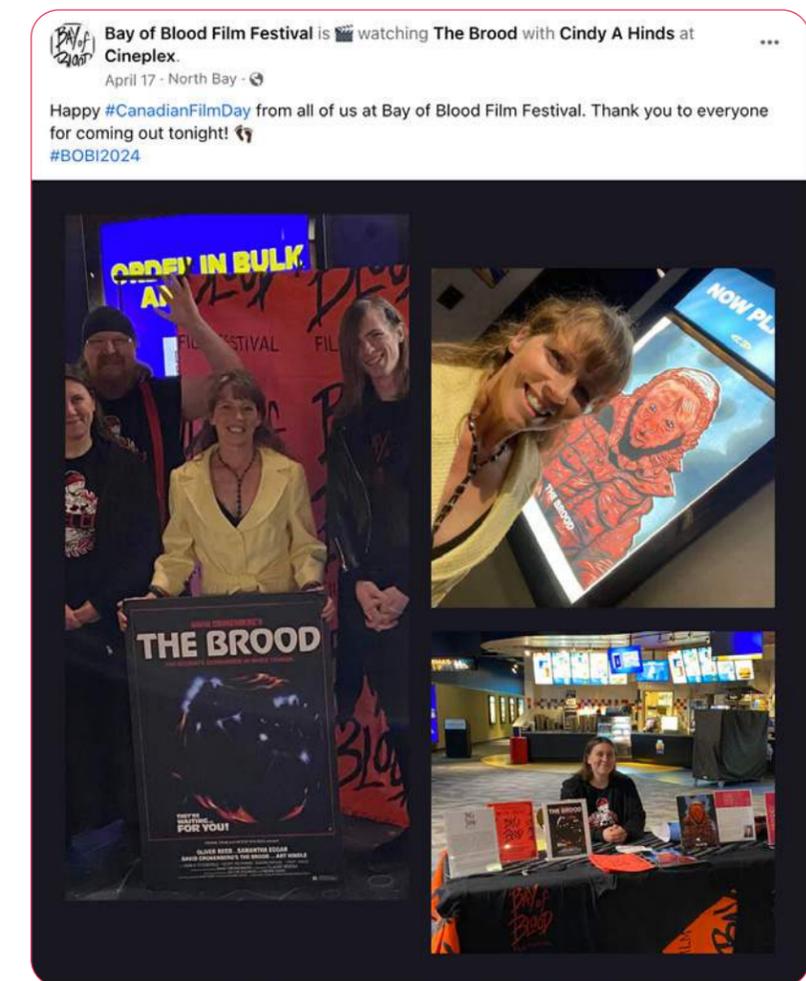
In Ottawa, community partner Films4Falasteen screened *The Wanted 18* for its 10<sup>th</sup> anniversary, followed by a special Q&A with the film's director **Paul Cowan**.

### *A l'ouest de Pluton*

In Stanstead, QC, Cinema Haskell presented a special 15<sup>th</sup> anniversary screening of *A l'ouest de Pluton*, featuring an introduction from directors **Henry Bernadet** and **Myriam Verreault**.

### *Double Happiness*

Director **Mina Shum** led a Q&A after the 30<sup>th</sup> anniversary screening of her film *Double Happiness*, hosted by the Vancouver International Film Festival.



### *The Brood*

In North Bay, The Bay of Blood Film Festival presented a 45<sup>th</sup> anniversary screening of the Cronenberg classic *The Brood*, with the star of the film **Cindy Hinds**.

## Anniversary Screenings (continued)

### Machotaildrop

**Peter Kuplowsky** and **Justin Decloux**, also known as the Laser Blast Film Society, celebrated the 15<sup>th</sup> anniversary of the wild cult classic *Machotaildrop* with a fantastical introduction from the film's directors, **Alex Craig** and **Corey Adams**, and a trivia contest with prizes of Blu-rays of rare Canadian films.

### eXistenZ

The Screening Room in Kingston invited a local David Cronenberg expert to give a presentation about the filmmaker accompanying a 25<sup>th</sup> anniversary screening of his sci-fi thriller *eXistenZ*. This was just one of many screenings of *eXistenZ* in theatres across the country.

### Roadkill

The Redwood Theatre in Toronto presented a special 35<sup>th</sup> anniversary screening of the cult classic *Roadkill*, with star and co-writer **Don McKellar** joining for a virtual Q&A.

*We loved the film, it is a classic, everyone should see it, and Don McKellar's presence was so meaningful to those of us who have been so influenced by Roadkill.*

— **Maria Karam, The Redwood Theatre, Toronto, ON**



## Film Festivals

In Vancouver, Cineplex International Village was a festival hub, with special screenings and guests throughout the day from the BC Environmental Film Festival, Vancouver Horror Show, Vancouver Latin American Film Festival and the Vancouver Asian Film Festival, who had a special Q&A with **Chantal Thuy**, discussing her Canadian Screen Award-winning performance in *Ru*.

The Carlton Cinema in Toronto also had a big festival presence, with major screenings including the Toronto Latin American Film Festival showing a festival favourite *Ariel: Back to Buenos Aires*, followed by a Q&A with the film's director, **Alison Murray**, and lead actor **Raphael Grosz-Harvey**. The Reel Asian Film Festival also presented a screening of *Stay the Night*, with the film's editor, **Tiffany Beaudin**.



The Oakville Festivals of Film and Arts held a special screening of *Barney's Version* followed by a Q&A with the film's producer **Robert Lantos** and a special recorded introduction from **Daniel Richler**, the son of Mordecai Richler, author of the original novel.

In Edmonton, Dreamspeakers Festival presented the new film *Hey, Viktor!* with the film's director **Cody Lightning** (Cree) and its producer **Joshua Jackson** (Maskekosiik).



## Film Festivals (continued)

Toronto Animation Arts Festival International (TAAFI) welcomed director **Jason Loftus** for a Q&A after his acclaimed documentary *Eternal Spring*.

ImagineNATIVE hosted a special screening of the new film *Café Daughter* in the director **Shelley Niro** (Kanien'kehaka)'s home community on the Six Nations Reserve, with Niro in attendance for a Q&A.



The Toronto International Film Festival presented a special screening of **Philippe Falardeau's** breakout comedy *La moitié gauche du frigo* with Falardeau joining for a virtual Q&A.

The Kingston Canadian Film Festival brought together local filmmakers whose short films played at their recent festival for a special presentation of their work.

In Montreal, Cinéma Public screened the new hit *Vampire humaniste cherche suicidaire consentant*, followed by a Q&A with screenwriter **Christine Doyon**, the recent winner of a Canadian Screen Award for her work on the film.

## Other Special Events

To commemorate his induction into the Brampton Arts Walk of Fame, the City of Brampton welcomed **Vinay Virmani** and other stars from his hockey comedy *Breakaway* for a conversation hosted by filmmaker **Kelly Fyffe-Marshall**.



In Halifax, FLEAPIT Cinema held a special presentation of the audaciously funny *The Twentieth Century* with the film's director, **Matthew Rankin**, joining for a Q&A.

Friends of Canadian Media presented a special nationwide online screening of *Stories We Tell*, followed by a virtual conversation between REEL CANADA Executive Director **Jack Blum** and **Marla Boltman**, Executive Director of Friends of Canadian Media.

# COMMUNITY HIGHLIGHTS

## Creston, BC

Audiences in Creston BC, braved the April weather to attend the Kootenay Film Society's outdoor screening of *The F Word*. This event offered locals from this small, rural community the rare chance to come together and celebrate Canadian film on the big screen. In the crowd were several local filmmakers from the Creston Valley Film Society.



*CanFilmDay is such a wonderful event full of celebration of what Canadians can achieve.*

— MJ Harkema, Chartwell Westmount Retirement Residence, Kitchener, ON

## Slocan, BC

A showcase of local content brought in over 100 audience members, including the mayor and other politicians, for this special screening hosted by the Slocan chapter of the Royal Canadian Legion. They screened *The Last Stop: Canada's Lost Locomotive*, which recounts a piece of local history: the 1947 sinking of a locomotive in Slocan Lake and its recovery some 75 years later. The legion also held a silent auction of paintings and gifts donated by local businesses.

## Vancouver, BC

The Cinematheque hosted a meaningful event paying tribute to late experimental filmmaker **David Rimmer**. The programme was made up of a series of short films, some of which are rarely screened, and played to a delighted and appreciative full house, which included numerous special filmmaker guests, as well as Rimmer's friends, family and former colleagues.

## Calgary, AB

This year, Francophone community and cultural centre La Cité des Rocheuses held six screenings to celebrate CanFilmDay and French-language Canadian film! Films included *Hochelaga*, *Terre des âmes*, *Mon cirque à moi* and *Un sac de billes*, as well as newer titles *Viking*, *Le Club Vinland* and *Vampire humaniste cherche suicidaire consentant*. Screenings were hugely popular with over 400 people in attendance!

## Drumheller, AB

In Drumheller, AB, audiences swapped their popcorn for cereal at a special screening of Canadian Saturday morning cartoons! Attendees loved watching *Franklin*, *Backyardigans* and *The Most Magnificent Thing* on the big screen, and organizers even invited young filmmakers from the community to submit short stop-motion animations. This fun event proved that teamwork makes the dream work, as the Napier Theatre and Drumheller Public Library renewed their hugely successful partnership from CanFilmDay 2022.



## Edmonton, AB

In Edmonton, 175 people attended a moving screening of *Bones of Crows* at TELUS World of Science. Before the film, a Dene Knowledge Keeper, and residential school survivor, spoke about her work to reclaim her heritage and share it with others. The Science Centre's Indigenous teachings space was also used as a place for attendees to smudge.

## Jasper, AB

Programmers at Jasper Community Habitat for the Arts creatively curated activities to enhance their events, with a screening of *Mr. Dressup: The Magic of Make-Believe* that showcased puppets made by the local youth theatre group and a screening of *Bones of Crows* that also included a companion workshop led by an in-house Indigenous art instructor.

## Gull Lake, SK

Longtime partner The Lyceum Theatre showed five films as part of this year's celebrations! Programmers made sure there was something for everyone, with films spanning from the family-friendly *Snowtime!* and *Breakaway*, to classics such as *Corner Gas: The Movie* and *Ginger Snaps* as well as the new release *Hey, Viktor!*

## Regina, SK

For their CanFilmDay events, the Regina Public Film Library incorporated their ongoing programming by presenting cult-classic *Manborg* as part of their 'Talkies' series, which features live commentary on hidden gems with local comedian and movie lover, **Jayden Pfeifer**. They also presented *Cette maison* in conjunction with the One Book One Province initiative.

## The Pas, MB

To accompany their feature presentations of *The Body Remembers When the World Broke Open* and *Night Raiders*, longtime partner Storytellers Film Festival also screened four short films by local filmmakers, and included some special appearances. One of these filmmakers, **Steven Bignell**, introduced his film, and a local elder spoke about her son, who starred in one of the four shorts.

## Winnipeg, MB

La Maison des artistes visuels screened Charles-Olivier Michaud's powerful film *Ru* to an audience of Francophones and New Canadians, followed by an insightful Q&A with Professor **Phi-Van Nguyen**, from St-Boniface University, who specialises in Vietnamese history.

## Kingston, ON

The Trillium Community & Retirement Living presented *A Bear Named Winnie*, transforming their home into a full Hundred Acre Wood, complete with beloved characters from Winnie the Pooh. The residents were paired with nursery school students on a special CanFilmDay adventure.

## Ottawa, ON

Filmmaker **Carol Kunnuk** (Inuk) joined the Film and Television Production course at Algonquin College for an insightful Q&A prior to a screening of her film *Tautuktavuk*. The Q&A was a meaningful opportunity for students to appreciate how community-driven filmmaking can serve as an assertion of visual sovereignty through cinema.

*In our community, most events are held in English, and I appreciate coming together with others for a French event outside of school.*

— **Melanie Howe, Canadian Parents for French, Morden, MB**

## St. Catharines, ON

To coincide with their screening of *Beans*, the Brown Homestead released a special episode of their podcast – The Open Door – where Executive Director Andrew Humeniuk was joined by the film's director, **Tracey Deer** (Mohawk), to reflect on her experiences during the 1990 Mohawk Resistance at Kanehsatà:ke, and on its enduring legacy. This thoughtfully curated screening made a real impact and prompted conversations around meaningful reconciliation.

## St. Catharines, ON

*Anne of Green Gables* played to a full house in St. Catharines, where the FirstOntario Performing Arts Centre went all out for a fun event that featured raspberry cordial cocktails, photo ops with PEI-themed props, and an East Coast music performance.



## Toronto, ON

Staff and patients at Toronto's Hospital for Sick Children enjoyed a fun screening of the charming animated film *Ballerina* that was rounded out with CanFilmDay colouring books and other activities.



## Montréal, QC

For this special screening of *Ru* at the Côte Saint-Luc Public Library, both **Charles-Olivier Michaud**, director of *Ru*, and **Kim Thúy**, author of the original novel, led a fascinating Q&A that illuminated their process for adapting a novel to the screen. The audience was also moved to draw comparisons between the experiences of Vietnamese immigrants as shown in the film and those of members in their own communities during WWII.

## Stanstead, QC

In their unique theatre that spans the US-Canada border, Cinema Haskell presented *Tout est parfait* and *Les rayons gamma* along with special video introductions from the films' directors, **Yves Christian Fournier** and **Henry Bernadet**.

## Terrebonne, QC

Residents at Le Teasdale Retirement Residence in Terrebonne received the full red carpet experience, along with posters, photo opportunities, popcorn and drinks, all contributing to an unforgettable screening experience!

*Thank you to REEL CANADA & all of the organizers for creating this spectacular celebration of Canadian Culture!*

— **Julie Craig, New Brunswick Public Library, Florenceville-Bristol, NB**

## Annapolis Royal, NS

This year, local independent theatre King's Theatre Society ran a full day of screenings, and provided food and drinks to encourage their audience to stay for the whole Canadian film marathon! Films screened included family-friendly *Butterfly Tale*, French-language *Mon cirque à moi*, and Indigenous-made *Wildhood* as well as new releases *BlackBerry* and *Ru*.

## Online

After a virtual screening of *Manborg* hosted by Sean Kelly on Movies, online audiences enjoyed hearing the film's co-writer and director **Steven Kostanski** reflect on how the film fits within CanFilmDay's 2024 Spotlight "Films That A.I. Could Never Make."

# (INTER)NATIONAL CANADIAN FILM DAY

## 63 screenings in 33 countries

This year, we collaborated on events worldwide with embassies, consulates, universities, not-for profits, and even a regional programming representative in Latin America who helped us form partnerships in the area.



China

## Participating Countries

- Algeria
- Argentina
- Australia
- Austria
- Barbados
- Bolivia
- Burkina Faso
- Chile
- China
- Colombia
- Costa Rica
- Dominican Republic
- Ecuador
- El Salvador
- France
- Guatemala
- Honduras
- Iceland
- India
- Indonesia
- Ireland
- Jamaica
- Latvia
- Lithuania
- Mexico
- Mozambique
- Panama
- Paraguay
- Philippines
- Serbia
- United States
- Uruguay
- Vietnam

Here are are just a few **highlights** from around the globe ▶

## ALGERIA

At the Embassy of Canada in Algeria, they screened *To Kill a Tiger* for special guests including cultural journalists, public figures, and diplomats. Attendees included **Leila Touchi**, actress and well-known feminist activist who took part in the film *The Last Queen*, and **Faiza Bendriss**, Head of the UNFPA Algeria Office. The Embassy also invited local representatives and personalities involved in activism for women’s rights and the fight against sexual and gender-based violence.

*The Embassy of Canada in Algeria chose this film to promote Canadian cinema and to advance one of the mission’s key priorities: women’s rights and the fight against sexual and gender-based violence. The goal was achieved!*

— Nora Boudedja, Ambassade du Canada en Algérie

## ARGENTINA

In Argentina, the Canadian-Ukrainian filmmaker **Oksana Karpovych**, director of *Intercepted*, attended the Argentinian premiere of the film at the Buenos Aires International Film Festival (BAFICI). The festival jury awarded Karpovych Best Director for her documentary. She attended all three screenings of her film and engaged with numerous filmgoers, critics and members of the film industry, as well as academic experts and members of the press. BAFICI showed three Canadian films at their 25<sup>th</sup> edition.

*An unexpected chance to make a point on how cultural diplomacy is an effective, swift and access-gaining vehicle for social and political priorities.*

— Beatriz Ventura, Embassy of Canada to Buenos Aires

## AUSTRALIA

First-time participants of CanFilmDay, The Inner West Film Festival screened the film *Testament* in Leichhardt, Australia for no less than 200 spectators. They had many special guests attend their screenings, including Councillor **Phillipa Scott** and **Sarah Quigley**, Acting Consul General of Canada in Sydney.

## BARBADOS

The High Commission of Canada in Barbados (BDGTN) hosted a screening of *Riceboy Sleeps* at the Barbados Museum & Historical Society (BHMS). The event was organized in partnership with the Barbados Independent Film Festival (BIFF) and was attended by 161 people. Deputy Director of the BHMS, **Kevin Farmer**, served as the night’s emcee, welcoming guests to the historic venue before High Commissioner of Canada, **H.E. Lilian Chatterjee** underpinned the unique, diverse and growing Canadian film industry. Event co-host, **Sir Trevor Carmichael** (BIFF Co-founder and outgoing President of the BHMS) highlighted the importance of the Canada-Barbados cultural exchange through film.



Barbados

## BURKINA FASO

In Ouagadougou, the Embassy of Canada in Burkina Faso screened the film *BlackBerry* for embassy staff and partners.



## FRANCE

In France, we had seven screenings in seven different cities across the country, thanks to a partnership with La Nouvelle Dimension. French audiences watched *Tu te souviendras de moi*, *Beans*, *Bones of Crows* and *Il pleuvait des oiseaux* for CanFilmDay.

## INDIA

The High Commission of Canada in India, in New Delhi screened *Brother* at the School of Mass Communications of Jamia Millia Islamia University.

*A fantastic way to increase awareness and appreciation for the talent coming out of the industry. Not only do Canadian films resonate with international audiences, the values and images about our country are invaluable public diplomacy messages.*

— Gavin Nardocchio-Jones,  
High Commission of Canada to Mozambique

## IRELAND

In Dublin, the Embassy of Canada in Ireland hosted a screening of *Tu te souviendras de moi* at the Light House Cinema in partnership with the Alzheimer Society of Ireland. All proceeds from ticket sales went to the Society. Well-known Irish media personality **Eileen Dunne** was the special guest, and picked out the winning tickets in a raffle for a bag of Canadian goodies.



## SERBIA

In Užice, the Serbian cultural capital for 2024, a group of elementary school students watched *Tia and Piujuq* and participated in a pre-screening quiz on their knowledge of Canada and Canadian film. Organized by the Embassy of Canada in Belgrade, the event also welcomed **Milojka Bosic**, Užice City Hall coordinator, and **Dusica Muric**, Director of Užice National Library.



## USA

In Minnesota, the Minneapolis–Saint Paul International Film Festival (MSP) screened *Days of Happiness*, *Solo* and three other Canadian films. The director of *Solo* was at the festival in person. Canadian Consul to the United States **Evan Burt** attended as a special guest.

*CanFilmDay is a great way for audiences to experience Canadian cinema! CanFilmDay allowed our audiences to be immersed in the world of Days of Happiness, which highlighted French Canadian music and culture.*

— Kendall Murphy, MSP Film Society

In Eugene, Oregon, a community volunteer threw a one-of-a-kind screening to celebrate her 80<sup>th</sup> birthday. Pat Frishkoff organized a screening of *Scarborough* at Art House, Eugene's local theatre, as a fundraiser for two local youth services organizations: Ophelia's Place and Looking Glass Community Services.

In South Carolina, the French department at Coastal Carolina University screened *My Internship in Canada*, and their film department screened *Trick or Treaty?*, followed by a conversation with local Indigenous community members.



# SCHOOL PROGRAMMING

## Rctv Livestream

Our annual school livestream showcased the powerful documentary *Honour to Senator Murray Sinclair*.

After watching the film, students across Canada had the opportunity to pose questions straight to the film's director, the legendary **Alanis Obomsawin** (Abenaki), and participate in a heartfelt Q&A discussion, hosted by journalist **Kelly Boutsalis** (Mohawk).

The event, reflecting on Canada's legacy of Indian Residential Schools, was broadcast from the Native Canadian Centre in Toronto. It had a live audience of 100 local students and almost 13,000 more participating online. Following their inspirational conversation focused on pathways toward reconciliation, students enjoyed a spontaneous vocal performance by Obomsawin of a song she wrote, that was inspired by a dream of the river that runs through her community.

Lunch was generously provided by 

*I believe now, after watching the film, we can take notes on how us students can change the world.*

— Student at Daniel McIntyre Collegiate Institute, Winnipeg, MB

*I absolutely adored hearing Alanis talk. Her tenderness and message of love spoke so many volumes. It was remarkable what positivity she had for the future. She may have been the smartest and nicest person I have ever heard talk. Hearing her sing as well was such a spiritual experience.*

— Student at Etobicoke School of the Arts, Etobicoke, ON



**CLICK HERE**  
to watch  
highlights

## Other School Programming

Aside from Rctv, classrooms across Canada also joined the fun by screening any other film of their choosing. We placed a special spotlight on the brand new family-friendly film *Butterfly Tale*, which was a huge hit among English and French audiences alike. We also curated special short film programmes centred on Indigenous stories, Earth Day, and classic and contemporary animation.

We once again partnered with the Ottawa Carlton District School Board to ensure that Indigenous-made films reached an impressive 81 schools in their board on CanFilmDay.

Schools used our lesson plans and activity sheets to make the day more fun, interactive and educational for students.

Across all school screenings, including Rctv, **840 teachers** participated!

*Grâce à votre dévouement à partager des histoires authentiques et variées, vous contribuez de manière significative au renforcement du tissu social et culturel du Canada.*

*(Through your dedication to sharing authentic and diverse stories, you contribute significantly to strengthening the social and cultural fabric of Canada.)*

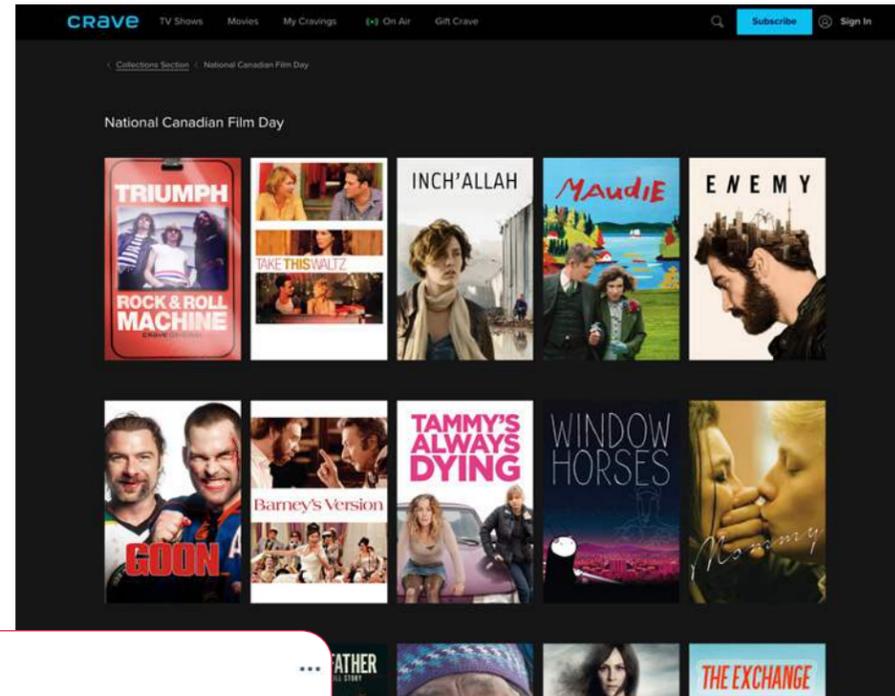
— Nicole Blundell, Teacher, Centre d'excellence artistique de l'Ontario, Ottawa, ON



# ONLINE & ON THE AIR

Over 2.5 million Canadians enjoyed CanFilmDay from the comfort of their couches!

With **12 broadcasters and 25 streaming services** featuring Canadian films throughout the day, there was truly something for everyone. Many platforms even brought their Canadian collections to the fore with special placement and promotions on the day.



**APTN** @APTNTv

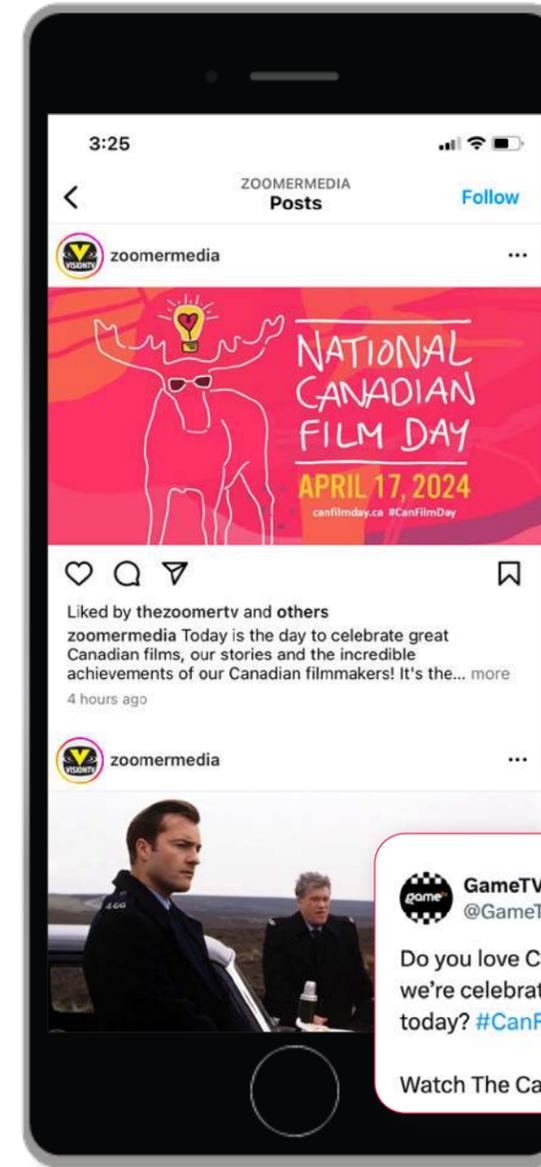
April 17th is National Canadian Film Day, a celebration of our rich, diverse cinema across the country! Today, we honour our stories, perspectives, and voices. From all of us at APTN, we wish you a Happy #CanFilmDay!

Visit [canfilmday.ca](http://canfilmday.ca) for more info. 🇨🇦 📺 🎬

**Super Channel** @SuperChannel

Do you love Canadian Films? 🇨🇦 📺 🎬 It's #CanFilmDay and Super Channel is celebrating with an exciting lineup of Canadian Films! Tune in anytime today on Fuse or Vault to watch some of Canada's best! ⭐ 📺 🎬 #CanFilmDay Visit the below link for more info! [canfilmday.ca](http://canfilmday.ca)

See the full list of broadcasters and streaming partners on our website: [canfilmday.ca/films/broadcast-television](http://canfilmday.ca/films/broadcast-television) [canfilmday.ca/films/streaming](http://canfilmday.ca/films/streaming)



**Hollywood Suite** @HollywoodSuite

Happy National Canadian Film Day! 🇨🇦 📺

Celebrate with our all day lineup of Canadian films from across the decades! <https://hollywoodsuite.ca/schedule/>

**GameTV** @GameTVCanada

Do you love Canadian film? Well, it's National Canadian Film Day and we're celebrating with The Captive (2014). Which films are you watching today? #CanFilmDay @CanFilmDay

Watch The Captive TONIGHT at 9:00pm ET on GameTV!

**Prime Video Canada** @PrimeVideoCA

Made in Canada 🇨🇦

What are some of your favourite Canadian movies and series? #CanFilmDay

**CHCH TV** @CHCHTV

Today is the annual celebration of National Canadian Film Day! Join their coast-to-coast-to-coast party featuring Films that A.I. Could Never Make. #CanFilmDay

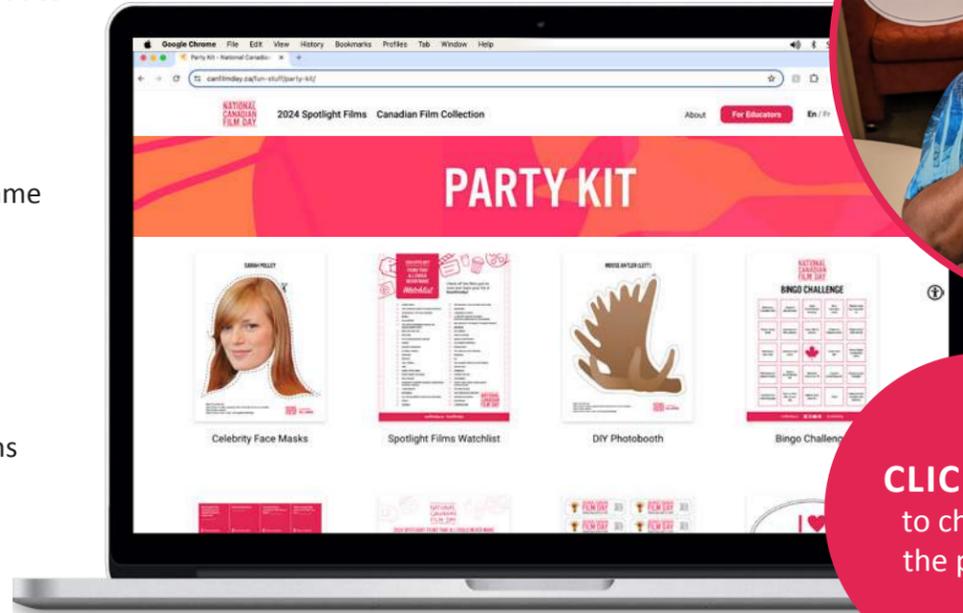
# SCREENING PARTNER RESOURCES

## Online Party Kit

Our partners love our Online Party Kit, which provides fun, interactive and engaging items for partners to download and use at their events to add a touch of excitement. We gave our kit a face lift this year with new editions of the classic hits to tie in with this year's theme.

Our ever-popular Party Kit 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'aboot Cards
- Origami Moose Instructions
- Recipe Collection
- Popcorn Box
- Fortune Teller
- Colouring Book
- Instagram Filter
- Giphy Library



CLICK HERE  
to check out  
the party kit

## Support Resources

We created a wealth of support resources for partners, including:

- Downloadable posters in English, French and Spanish, and customizable digital posters in Canva.
- Various toolkits for planning a screening, running the tech, leading an introduction and Q&A, and more.
- A digital toolkit for social media that offered images and graphics, sample posts and general information on CanFilmDay. In addition to being [easily accessible on our website](#), the toolkit was distributed widely to partners and supporters.

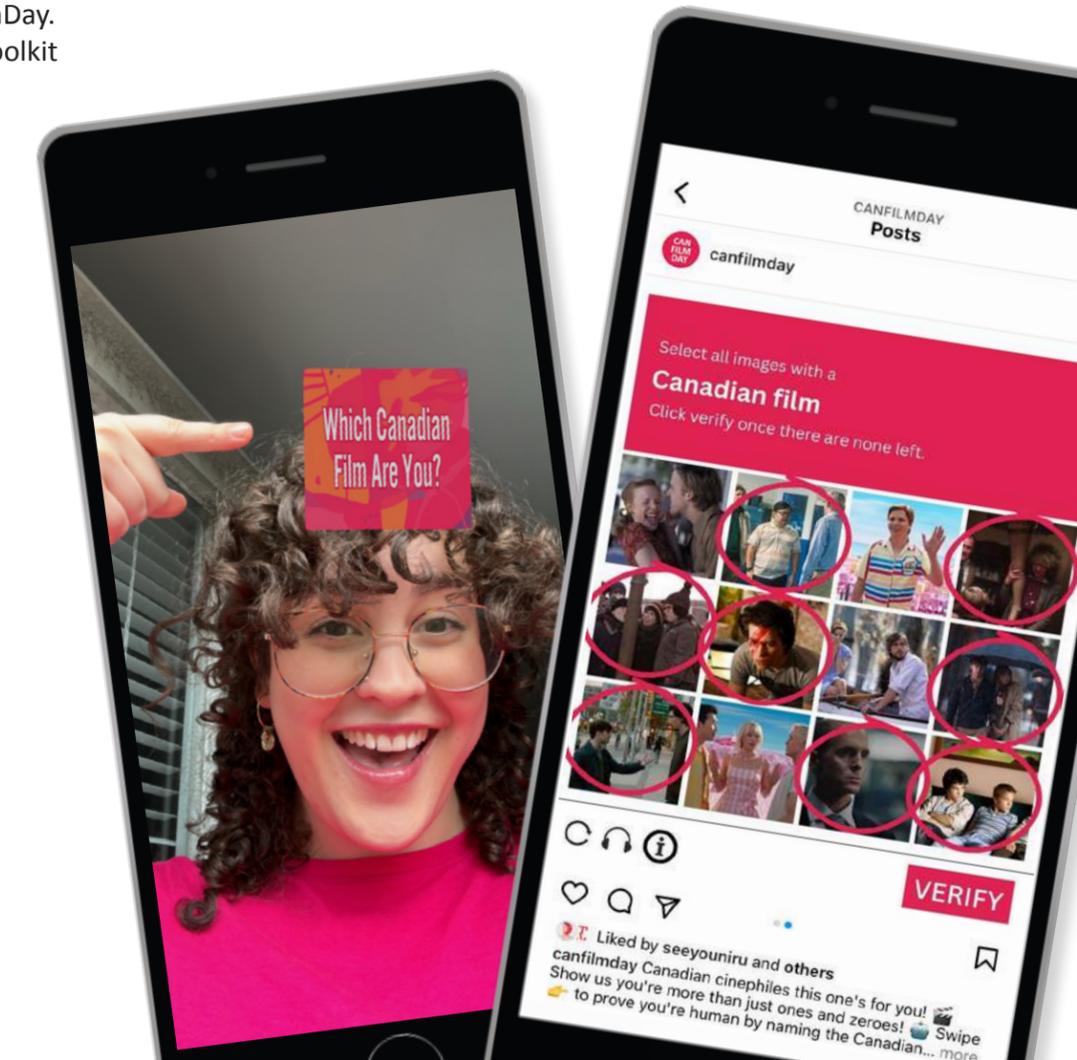
## CanFilmDay Swag

Back by popular demand, this year's CanFilmDay swag included tote bags, T-shirts with our cheery lightbulb graphic, and special CanFilmDay colouring books. We even stopped by Toronto's Sick Kids hospital to share some colouring books and crayons with some of our youngest viewers.



## Social Media Activities

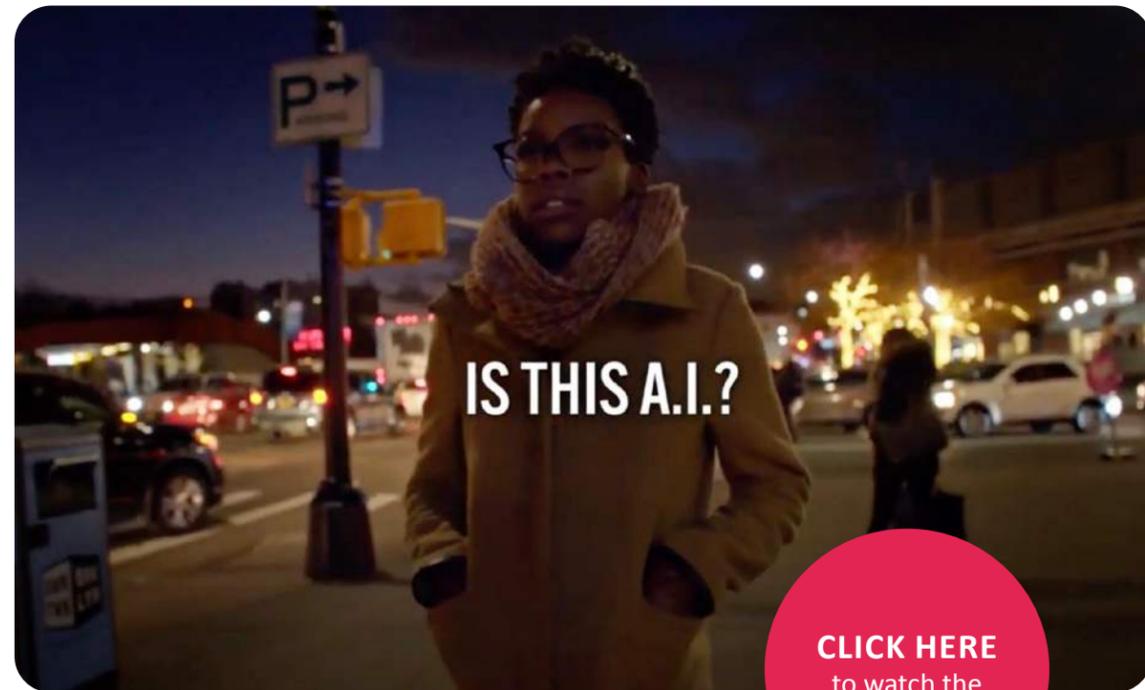
People love to talk about film online, and we were ready to engage! Some of our most popular posts featured film recommendations from our Spotlight, or highlighted films available to watch through one of our partners. Our Instagram filter and Giphy library were big hits again this year, and we had lots of fun with the A.I. theme.



# CANFILMDAY ADVERTISING

## Promotional Video

In keeping with our 2024 spotlight theme, we created a promotional spot that highlighted the heart and soul of some great Canadian films. The spot ran in theatres and on broadcast channels all across the country for weeks leading up to the big day.



## Yonge & Dundas Billboards

Once again this year, we were thrilled to work with our generous sponsor Branded Cities who donated dominant placement at Yonge-Dundas Square on five of the largest digital displays in Canada. The campaign ran for one month.

**brandedcities**



## REEL CANADA BOARD OF DIRECTORS



**Liz Shorten**  
Board Chair



**Reg Bronskill**  
Board Treasurer



**Atom Egoyan, C.C.**



**Colm Feore, O.C.**



**Jason Ryle (Anishinaabe)**



**Mina Shum**



**Andra Takacs**



**Veronica Tennant, C.C.**



**Curtis Barlow**  
Chair Emeritus

### Charles Officer (1975 – 2023)

We gratefully acknowledge the profound contribution Charles made to REEL CANADA as a longstanding member of our Board of Directors, and to Canadian cinema as a passionate and gifted storyteller.

## REEL CANADA ADVISORY COMMITTEE

Hussain Amarshi  
Denys Arcand, C.C.  
Carl Bessai  
Sonia Bonspille Boileau (Mohawk)  
Gary Burns  
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Tantoo Cardinal (Cree/Métis)  
David Cronenberg, C.C.  
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Émile Gaudreault  
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Piers Handling  
David Hardy  
Ronnie Dean Harris (Stō:lo/  
St'át'imc/N'laka'pamux)  
Peter Keleghan  
David Kines  
Robert Lantos

Bruce McDonald  
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Alanis Obomsawin, C.C. (Abenaki)  
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Michel Poulette  
Peter Raymont  
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Dr. Duke Redbird (Anishinaabe)  
Denise Robert  
Patricia Rozema  
Adam Smoluk  
Tara Spencer-Nairn  
Amanda Strong (Michif)  
Clement Virgo  
Karen Walton  
Janelle Wookey (Métis)

## REEL CANADA STAFF

**Artistic Director:** Sharon Corder  
**Executive Director:** Jack Blum

**Director of Operations & Festivals:** Jenna Hijazi  
**Consultant, Special Projects:** Katarina Gligorijevic  
**National Canadian Film Day & Programming Manager:** Eric Tisch  
**National Canadian Film Day Deputy Manager:** Alice Lockwood  
**CanFilmDay Production Manager:** Sanjay Parker  
**French & International Programming Manager:** Laura Chaignon  
**CanFilmDay Senior Coordinator:** Andrea Nirmala Widjajanto  
**CanFilmDay Coordinators:** Charlene Nguyen, Sarah Fellows, Ariel Abrego Gaitan  
**Festivals & Special Events Lead:** Ben Whyte  
**CanFilmDay Support:** Angie Gei

### ADMINISTRATION & PROGRAMMING

**Administrative and Programming Director:** Alison Zemell  
**Programming Consultant, Quebec:** Martin Bilodeau  
**Administrative Coordinator:** Michael Mudrack

### 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  
**Graphics & Visual Identity Manager:** Chantal Speirs (Anishinaabe)  
**Lead Social Media & Digital Content Strategist:** Cait MacMullin  
**Junior Graphic Designer:** Nirujaa Vasantharajah  
**Communications Coordinator:** Taylor Martins  
**Video Production:** MXL Media

### OUTREACH

**Outreach Manager:** Diriye Hassan  
**Outreach Coordinators:** Sebastian Decter, Hamza Rasheed  
**Outreach Support:** Terri Cherniack, Anita Townsend

### EDUCATIONAL RESOURCES

**Educational Resources Manager:** Joshua Bertram

### INTERNS & VOLUNTEERS

**CanFilmDay Interns:** Kevin Le, Ali McNab  
**CanFilmDay Volunteers:** Ally Waschkowski, Chase Kuchera, Jesh Hamel, Julie Casadey, Kareem Abdullah, Lucian Austin, Owen Adams, Skye Rooney-Pedersen

**DENMAN**



## SPONSORS



## SUPPORTERS



## BROADCAST & STREAMING PARTNERS



# FILM FESTIVAL PARTNERS



# ENHANCED SCREENING EVENT PARTNERS

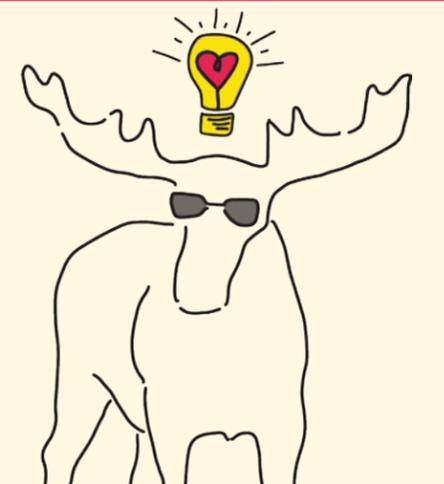


Thank you to all of our sponsors, supporters, and partners!

## SAVE THE DATE – APRIL 16, 2025

Thanks to all our partners, and to everyone who celebrated Canadian cinema on CanFilmDay 2024 and made it such a fantastic party from coast to coast to coast!

Join us on **April 16, 2025** for the next National Canadian Film Day!



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NATIONAL  
CANADIAN  
FILM DAY

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**PRESENTED BY REEL CANADA**