

NATIONAL CANADIAN FILM DAY

2025 Highlights





Suddenly, Canadians are waking up to the realization that homegrown culture is worth fighting for.

— Barry Hertz, *The Globe and Mail*

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STAND UP FOR CANADA...

**CanFilmDay is always a great party,
but this year it was much more than that.**

Faced with an existential threat, Canadians across the country were looking for ways to come together and stand united, not just by buying Canadian, but by connecting with our culture.

We saw an unprecedented rise in registrations, as Canadians embraced this opportunity to stand up for Canada (with elbows way up!), by sitting down to watch a great Canadian film.

This year's CanFilmDay reminded us – and the world – that our stories give us strength, and our diversity and creativity are worth showing up for. Canada is worth showing up for.



...BY SITTING DOWN!

Our Stand Up for Canada videos
garnered over **2.4 MILLION VIEWS!**

Click on the thumbnails to watch.



LETTER FROM OUR FOUNDERS

A lot has changed over the twelve years that we’ve been putting on National Canadian Film Day, but the core message has remained the same: we put on a huge celebration of Canadian culture, and provide an opportunity to watch amazing Canadian films.

As we began planning for this year, we had no idea that we would be facing tariffs and unprecedented threats to our sovereignty, and that Canadians across the country would have their elbows way up. It all made our core message feel that much more vital and urgent.

And clearly, the country agreed.

More screenings than ever before. More special guests than ever before. And most importantly, more people than ever before – all coming together, excited and eager to support Canadian film.

As you flip through this report, we know the size and scope of this year’s event will seem massive (and it is!), but we also want you to remember why it matters. Because words and pictures alone can’t capture the feeling of this moment. Across the country and around the world, we got a clear message: We are a nation, united. CanFilmDay is an opportunity for all of us to connect with our communities and neighbours, while also connecting to the larger culture we all share.

This not only benefits the film industry, but we firmly believe it ultimately makes for a stronger, healthier and more united country.

Every year, our partners in Canada and around the world remind us that people love watching our stories on the screen, when they’re given the opportunity to do so. This year, we were also reminded that people love Canada, and want to see our culture preserved and celebrated.

The summary pages that follow can only scratch the surface of the truly incredible stories from the day. We’re so proud of our team, and of the audiences who stood up for Canada in huge numbers. We hope that you enjoy this report, and that you feel equally inspired by this incredible party driven by Canadian culture. Made in Canada, for everyone.



Jack Blum
Executive Director



Sharon Corder
Artistic Director



VICEREGAL PATRON OF NATIONAL CANADIAN FILM DAY

We were delighted and proud to have **Her Excellency the Right Honourable Mary Simon, Governor General of Canada** (Inuk), serve as the Viceregal Patron of National Canadian Film Day for the fourth consecutive year. CanFilmDay featured a beautiful welcome message from Her Excellency on our homepage, which you can watch at the link below.

 [CLICK HERE TO WATCH THE VIDEO](#)

*We share these stories because it is who we are.
We learn from each other through storytelling
and create lasting bonds that connect us.*

— Canada’s Governor General, Her Excellency the Right Honourable Mary Simon, Viceregal Patron of National Canadian Film Day 2025



Photo: Sgt. Johanie Maheu, Rideau Hall
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CANFILMDAY 2025

BY THE NUMBERS

ESTIMATED

2.5 million



Canadians watched a Canadian film on broadcast and streaming

ESTIMATED

83,000+



audience members attended our live events

1,878



screenings across Canada and around the world

9.3 million



total circulation of print coverage

13.1 million



online views of 1,400 pieces of media coverage

93



international screenings in 40 countries

181

special guests

938

events enhanced with guest appearances, videos, or special activities

238

French-language events

687

events showcasing Indigenous content

97%

of respondents would like to participate again next year

Canadian films are a unique part of our culture and as such should be treasured and shared.

— Julia Mayo, A. C. Hunter Library, St. John's, NL

1878 EVENTS WORLDWIDE

in 2025



EXECUTIVE SUMMARY

- There were **1878** screenings across Canada and in **40** countries around the world.
- An estimated **83,000** audience members attended live events and approximately **2.5 million** enjoyed a Canadian film on broadcast or online.
- **181** special guests joined us, including **Jann Arden, Shawn Ashmore, Barry Avrich, Liane Balaban, Pierre-Luc Brillant, Gary Burns, Sophie Deraspe, Philippe Falardeau, Colm Feore, Niv Fichman, Fab Filippo, Ann-Marie Fleming, Tasha Hubbard** (Cree), **Peter Keleghan, Robert Lantos, Sook-Yin Lee, Gail Maurice** (Cree/Métis), **Deepa Mehta, Eric Peterson, Matthew Rankin, Peter Raymont, Patricia Rozema, Clement Virgo** and more.
- Every major broadcaster and streaming service in Canada participated, with a wide variety of programming.
- Canada’s Governor General, **Her Excellency the Right Honourable Mary Simon** granted viceregal patronage to National Canadian Film Day again this year.
- Elbows Up For Canadian Culture, a lively, engaging town-hall style event in Toronto featured **Yannick Bisson, Don McKellar, Elle-Máijá Tailfeathers** (Blackfoot/Sámi), and **Mary Walsh**, and was hosted by **Ali Hassan**.
- Sneak previews of seven exciting new films in advance of their release, including *It Feeds*, which premiered in 20+ cinemas across the country thanks to a partnership with the Network of Independent Canadian Exhibitors and Black Fawn Distribution.
- Several communities celebrated with a full WEEK of programming, including **18** screenings presented by VIFF in Vancouver, **13** by the Yukon Film Society, **11** by Cinecenta in Victoria, BC, and many others.
- **238** French-language screenings around the world, including nearly **100** community screenings in Québec.
- **687** events showcasing Indigenous content.
- Screenings at over **50** film festivals nationwide.
- Dozens of screenings of films celebrating a major anniversary in 2025, including events with the directors in attendance for: **Sandy Wilson’s** *My American Cousin* (40th); **John Paizs’s** *Crime Wave* (40th); **Clement Virgo’s** *Rude* (30th); **Gary Burns’s** *waydowntown* (25th); **Philippe Falardeau’s** *La moitié gauche du frigo* (*The Left-Hand Side of the Fridge*) (25th).
- Nearly **100** international screenings in **40** countries.
- Over **30,000** students from more than **750** schools in every province and territory participated. More than half joined our high school livestream featuring a live conversation with the team behind *The Grizzlies*, Inuk producers **Alethea Arnaquq-Baril** and **Stacey Aglok MacDonald**, and Inuk actress **Anna Lambe**, hosted by **Jason Ryle** (Anishinaabe).
- CanFilmDay generated **1400** pieces of media coverage with **13.1 million** online coverage views and **9.3 million** print circulation.
- Close to **3 million** video views on social media and **6.6 million** post impressions across platforms.



It was the best CanFilmDay we have had ever, the audience laughed throughout the film and the spirit was high. Can't wait for next year!!

– Wendy Donnan, Oakville Festivals of Film and Art, Oakville, ON

CANFILMDAY INFRASTRUCTURE

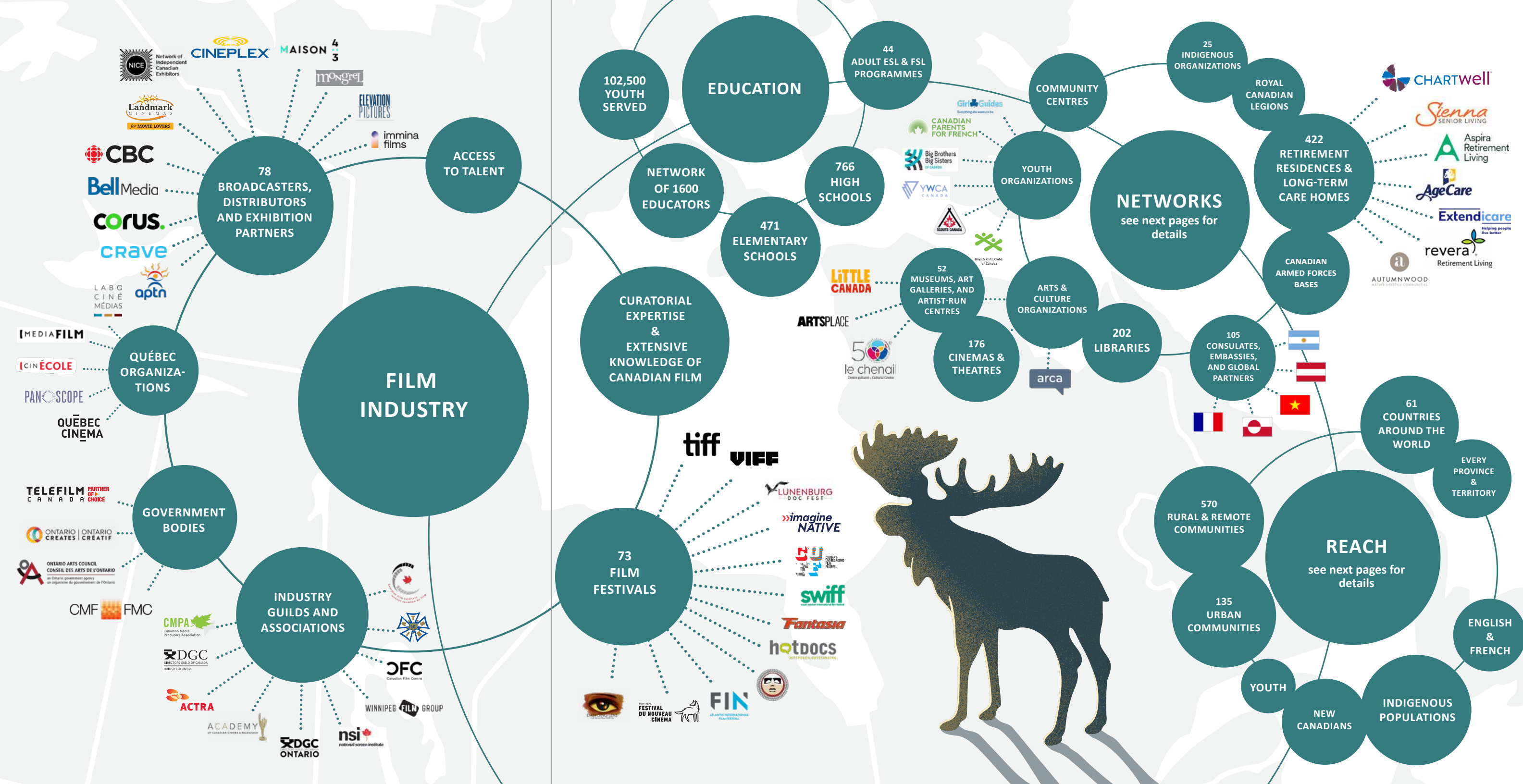
PARTNERSHIPS & NETWORKS FROM 2023 TO 2025

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 last 12 years 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

422 Retirement Residences and Long-Term Care Homes including:

- AgeCare
- Aspira Retirement Living
- Chartwell Retirement Homes
- Delmanor
- Extendicare
- Revera
- Sienna Senior Living
- Venvi Living

Government Bodies:

- Department of Canadian Heritage
- Global Affairs Canada
- Parks Canada

105 Consulates, Embassies and Global Partners in:

- | | |
|--------------------------------------|-----------------------|
| • Algeria | • Laos |
| • Argentina | • Latvia |
| • Australia | • Lithuania |
| • Austria | • Macau |
| • Barbados and the Eastern Carribean | • Mali |
| • Bolivia | • Mexico |
| • Brunei | • Montenegro |
| • Darussalam | • Mozambique |
| • Burkina Faso | • Netherlands |
| • Chile | • Nicaragua |
| • China | • North Macedonia |
| • Colombia | • Norway |
| • Costa Rica | • Pakistan |
| • Czech Republic | • Panama |
| • Denmark | • Paraguay |
| • Dominican Republic | • Peru |
| • Ecuador | • Philippines |
| • Egypt | • Poland |
| • El Salvador | • Serbia |
| • Estonia | • Singapore |
| • Fiji | • South Africa |
| • France | • Spain |
| • Guatemala | • Sweden |
| • Honduras | • Taiwan |
| • Hong Kong | • Tajikistan |
| • Iceland | • Trinidad and Tobago |
| • India | • Tunisia |
| • Indonesia | • Turkmenistan |
| • Ireland | • United Kingdom |
| • Jamaica | • USA |
| • Kazakhstan | • Uruguay |
| • Kyrgyz Republic | • Uzbekistan |
| | • Vietnam |

25 Indigenous Organizations including:

- Asinabka Film and Media Arts Festival (Ottawa, ON)
- Astro Theatre (Iqaluit, NU)
- Bonnyville Canadian Native Friendship Centre (Bonnyville, AB)
- Debajehmujig Theatre Group (Wikwemikong, ON)
- Dreamspeakers Festival Society (Edmonton, AB)
- Eagle Spirits of the Great Waters (Mississauga, ON)
- High Level Native Friendship Centre Society (High Level, AB)
- imagineNATIVE Film + Media Arts Festival (Toronto, ON)
- Kanhiote - Tyendinaga Public Library (Tyendinaga Mohawk Territory, ON)
- Kwanlin Dün Cultural Centre (Whitehorse, YT)
- Membertou Heritage Park (Membertou, NS)
- 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)
- Pe Metawe Games (Edmonton, AB)
- Storytellers Film Festival (The Pas, MB)
- Wanuskewin Heritage Park (Saskatoon, SK)
- Wetaskiwin District Heritage Museum (Wetaskiwin, AB)
- Wiikwedong Arts Collective (Kettle Point First Nation, ON)
- White Owl Film Studios (Wahnapitae First Nation, ON)

202 Libraries including:

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

176 Cinemas & Theatres including:

- | | |
|--|--|
| • Al Whittle Theatre (Wolfville, NS) | • The Historic Patricia Theatre (Powell River, BC) |
| • Astro Theatre (Iqaluit, NU) | • Hollywood 3 Cinemas (Pitt Meadows, BC) |
| • The Bailey Theatre (Camrose, AB) | • Hot Docs Ted Rogers Cinema (Toronto, ON) |
| • Beacon Theatre (Burns Lake, BC) | • Hyland Cinema (London, ON) |
| • The Bookshelf Cinema (Guelph, ON) | • King's Theatre (Annapolis Royal, NS) |
| • Broadway Theatre (Saskatoon, SK) | • Kiwanis Theatre (Chatham, ON) |
| • ByTowne Cinema (Ottawa, ON) | • The Little Prince Cine-Lounge (Stratford, ON) |
| • Capitol Theatre (Yellowknife, NT) | • Lyceum Theatre (Gull Lake, SK) |
| • Carbon Arc Cinema (Halifax, NS) | • May Cinema 6 (Lloydminster, SK) |
| • Cinecenta Films (Victoria, BC) | • Metro Cinema (Edmonton, AB) |
| • Cinéma Beaubien (Montréal, QC) | • The Movie Mill (Lethbridge, AB) |
| • Cinéma du Musée (Montréal, QC) | • Napier Theatre (Drumheller, AB) |
| • Cinéma Public (Montréal, QC) | • Orpheum Theatre (Estevan, SK) |
| • CinémAlice (Matane, QC) | • Roxy Theatre (Neepawa, MB) |
| • Cinematheque Vancouver (Vancouver, BC) | • Paraloeil (Rimouski, QC) |
| • La Cité des Rocheuses (Calgary, AB) | • Playhouse Cinema (Hamilton, ON) |
| • City Cinema (Charlottetown, PE) | • The Plaza Theatre (Calgary, AB) |
| • Countryfest Community Cinema (Dauphin, MB) | • Princess Cinemas (Waterloo, ON) |
| • Cottonwood 4 Cinemas (Chilliwack, BC) | • Revue Cinema (Toronto, ON) |
| • Dunbar Theatre (Vancouver, BC) | • The Screening Room (Kingston, ON) |
| • East Van Vodville Cinema (Vancouver, BC) | • Star Cinema (Sidney, BC) |
| • Film.Ca Cinemas (Oakville, ON) | • Sudbury Indie Cinema (Sudbury, ON) |
| • FirstOntario Performing Arts Centre (St. Catharines, ON) | • Tillicum Twin Theatres (Terrace, BC) |
| • Fox Theatre (Toronto, ON) | • Westdale Theatre (Hamilton, ON) |
| • The Garrick Theatre (Bonavista, NL) | • Yukon Theatre (Whitehorse, YT) |
| • Grand Theatre (Indian Head, SK) | |
| • Hearst Theatre (Hearst, ON) | |
| • Historic Gem Theatre (Grand Forks, BC) | |

52 Museums, Art Galleries and Artist-Run Centres including:

- | | |
|--|---|
| • ARTSPLACE Gallery (Annapolis Royal, NS) | • The Muse (Kenora, ON) |
| • Bass River Heritage Museum (Bass River, NS) | • Museo Provincial De Arte Contemporáneo (Mar del Plata, Argentina) |
| • The Brown Homestead (St. Catharines, ON) | • Museum of the Highwood (High River, AB) |
| • Bruce County Museum & Cultural Centre (Southampton, ON) | • New Iceland Heritage Museum (Gimli, MB) |
| • Canada's Theatre Museum (Toronto, ON) | • Niagara Artists Centre (St. Catharines, ON) |
| • Centre culturel Le Chenail (Hawkesbury, ON) | • Nunatta Sunakkutaangit Museum (Iqaluit, NU) |
| • Centre Materia (Québec, QC) | • Red Lake Regional Heritage Centre (Red Lake, ON) |
| • CINÉ+, Canadian Museum of History (Gatineau, QC) | • Remai Modern (Saskatoon, SK) |
| • Cinemateca Dominicana (Santo Domingo, Dominican Republic) | • Remington Carriage Museum (Cardston, AB) |
| • Climax Community Museum (Climax, SK) | • Sault Ste. Marie Museum (Sault Ste. Marie, ON) |
| • Dalnavert Museum (Winnipeg, MB) | • St. Michael's Printshop and Eastern Edge Gallery (St. John's, NL) |
| • Didsbury and District Historical Society (Didsbury, AB) | • Struts Gallery (Sackville, NB) |
| • Durham Art Gallery (Durham, ON) | • TELUS World of Science (Edmonton, AB) |
| • Elgin County Museum (St. Thomas, ON) | • Turtleford and District Museum (Turtleford, SK) |
| • Escuela de Cine y Artes Visuales UFM (Guatemala City, Guatemala) | • Voix Visuelle (Ottawa, ON) |
| • EXMURO Art Public (Québec, QC) | • Wallaceburg and District Museum (Wallaceburg, ON) |
| • Frank Slide Interpretive Centre (Crowsnest Pass, AB) | • Wetaskiwin District Heritage Museum (Wetaskiwin, AB) |
| • 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) | |
| • Little Canada (Toronto, ON) | |
| • Membertou Heritage Park (Sydney, NS) | |
| • Modern Fuel Artist-Run Centre (Kingston, ON) | |

NATIONAL
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FILM DAY

FILM INDUSTRY PARTNERSHIPS

Québec Organizations:

- CinÉcole
- CinéMédias
- La Cinémathèque québécoise
- 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

73 Film Festivals including:

- Asinabka Film & Media Arts Festival (Ottawa, ON)
- Available Light Film Festival (ALFF) (Whitehorse, YT)
- B.C. Environmental Film Festival (Vancouver, BC)
- 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)
- Cinéfranco (Toronto, ON)
- Dawson City International Short Film Festival (Dawson City, YT)
- Dreamspeakers Festival Society (Edmonton, AB)
- Edmonton International Film Festival (Edmonton, AB)
- Emerging Lens Cultural Film Festival (Halifax, NS)
- Fantasia International Film Festival (Montréal, QC)
- Festival du nouveau cinéma (Montréal, QC)
- Atlantic International Film Festival (Halifax, NS)
- Gimli International Film Festival (GIFF) (Gimli, MB)
- Hot Docs Canadian International Documentary Festival (Toronto, ON)
- imagineNATIVE Film + Media Arts Festival (Toronto, ON)
- Inside Out Film Festival (Toronto, ON)
- Kingston Canadian Film Festival (KCFF) (Kingston, ON)
- Lunenburg Doc Fest (Lunenburg, NS)
- Milton Film Festival (Milton, ON)
- New West FilmFest (Burnaby, BC)
- Nickel Independent Film Festival (St. John's, NL)
- Oakville Festivals of Film & Art (Oakville, ON)
- Okotoks Film Festival (Okotoks, AB)
- Ottawa Canadian Film Festival (OCanFilmFest) (Ottawa, ON)
- Planet in Focus International Environmental Film Festival (Toronto, ON)
- Reelworld Screen Institute (Toronto, ON)
- Regent Park Film Festival (RPFF) (Toronto, ON)
- Regina International Film Festival (Regina, SK)
- 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 (SJIWFF) (St. John's, NL)
- Storytellers Film Festival (The Pas, MB)
- Toronto Animation Arts Festival International (TAAFI) (Toronto, ON)
- Toronto International Film Festival (TIFF) (Toronto, ON)
- Toronto Jewish Film Festival (TJFF) (Toronto, ON)
- Toronto Latin American Film Festival (LATAFF) (Toronto, ON)
- Toronto Reel Asian International Film Festival (Toronto, ON)
- Vancouver Asian Film Festival (VAFF) (Vancouver, BC)
- Vancouver International Film Festival (VIFF) (Vancouver, BC)
- Vancouver Latin American Film Festival (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)

Distributors:

- A-Z Films
- Amazon MGM Studios
- American Genre Film Archive
- Black Fawn Distribution
- La Boite à Fanny
- Cinema Politica
- Cineplex Pictures
- Criterion Pictures
- La Distributrice de films
- Elevation Pictures
- Entertainment One
- Entract Films
- EyeSteelFilm
- 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
- Highball.TV
- Immina Films
- Indiecan Entertainment
- Isuma Productions
- K-Films Amérique
- levelFILM
- MDF Productions
- Maison 4:3
- Max Films
- Mongrel Media
- NFB
- Photon Films
- Raven Banner Entertainment
- Rhombus Media
- Sphère-films
- Spira
- Sullivan Entertainment
- Travelling Distribution
- TVA 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
- Family
- GameTV
- Highball.TV
- Hollywood Suite
- Netflix
- OUTtv
- Pluto TV
- The Roku Channel
- Super Channel
- Super Écran
- TFO
- TLN
- Uvagut TV
- VisionTV
- WildBrain Television

96 Film Societies and Film Clubs including:

- Antitube (Québec, QC)
- Calgary Society of Independent Filmmakers (Calgary, AB)
- Canada Performing Artists Network (Richmond Hill, ON)
- Central Canada Film Group (Flin Flon, MB)
- Celluloid Social Club (Vancouver, BC)
- The Charlottetown Film Society (Charlottetown, PE)
- Ciné-club de Jonquière (Jonquière, QC)
- Cinevolution Media Arts Society (Richmond, BC)
- Creston Valley Film Society (Creston, BC)
- Film and Video Arts Society of Alberta (FAVA) (Edmonton, AB)
- Final Girls Film Club (Toronto, ON)
- Festival Tower Social Committee (Toronto, ON)
- FLEAPIT Cinema (Halifax, NS)
- Future of Film Showcase (FOFS) (Woodbridge, ON)
- Hellifax Horror Society (Halifax, NS)
- 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)
- The Laser Blast Film Society (Toronto, ON)
- Lunenburg County Film Series (Lunenburg, NS)
- Monday Night Movies in Tofino (Tofino, BC)
- Nelson Civic Theatre Society (NCTS) (Nelson, BC)
- New West Film Society (New Westminster, BC)
- Qathet Film Society (Powell River, BC)
- Salmar Community Association (Salmon Arm, BC)
- Saskatchewan Filmpool Cooperative (Regina, SK)
- Sean Kelly on Movies (Toronto, ON)
- 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
- Toronto Film School
- Winnipeg Film Group
- Women in Film and Television

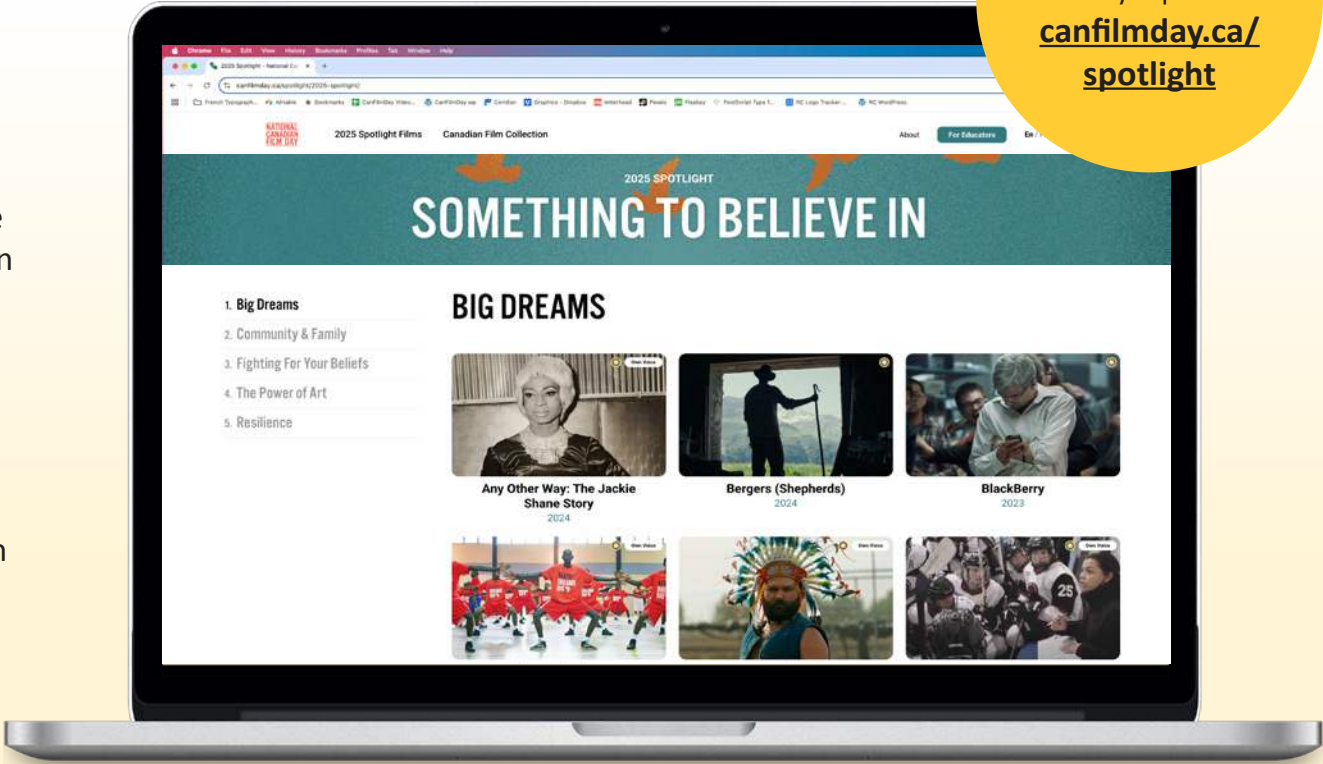
Exhibition Partners:

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

NATIONAL
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2025 Spotlight: SOMETHING TO BELIEVE IN

This year, amid talk of Canada becoming the 51st state, we knew that our Programming Spotlight had to respond to the moment, and give Canadians an opportunity to gather together in support and celebration of our shared culture and values. Something to Believe In was curated to remind us what it means to dream, to fight for our beliefs, and to find strength in community. These days, we need that more than ever.



Find detailed film information and synopses at canfilmday.ca/spotlight

By spotlighting certain Canadian films each year, CanFilmDay can provide the magical opportunity of watching a film that people otherwise may never even have heard about, let alone watched ... we screened Any Other Way: The Jackie Shane Story, a terrific life-changing documentary that people in the community have been talking about ever since.

— Vic Thiessen, St. Andrews Film Society, St. Andrews, NB

The Complete List of Spotlight Films

BIG DREAMS

- *Any Other Way: The Jackie Shane Story*
- *Bergers (Shepherds)*
- *BlackBerry*
- *Giants of Africa*
- *Hey, Viktor!*
- *Ice Queens*
- *Louis Cyr: l'homme le plus fort du monde (Louis Cyr)*
- *The Man Who Skied Down Everest*
- *Maurice Richard (The Rocket)*
- *Mighty Jerome*
- *Peace By Chocolate*
- *Universal Language (آواز بوقلمون)*

FIGHTING FOR YOUR BELIEFS

- *Eternal Spring*
- *Force of Nature: The David Suzuki Movie*
- *The Grand Seduction*
- *Night Raiders*
- *Prologue*
- *Revolution*
- *Singing Back the Buffalo*
- *Stand!*
- *To Kill a Tiger*
- *The Trotsky*
- *Without Precedent: The Supreme Life of Rosalie Abella*
- *Yintah*

COMMUNITY & FAMILY

- *C.R.A.Z.Y.*
- *John and the Missus*
- *The Queen of My Dreams*
- *Rêver en néon (Neon Dreaming)*
- *Riceboy Sleeps*
- *Rosie*
- *Sunshine*
- *Le temps d'un été (One Summer)*
- *Tia and Piujuq*
- *Totem: The Return of the G'psgolox Pole*
- *La vie heureuse de Léopold Z (The Merry World of Léopold Z)*
- *Vous n'êtes pas seuls (You Are Not Alone)*

THE POWER OF ART

- *I Like Movies*
- *Je m'appelle humain (Call Me Human)*
- *Jésus de Montréal (Jesus of Montreal)*
- *Ladies and Gentlemen, Mr. Leonard Cohen*
- *Long Time Running*
- *Margaret Atwood: A Word After a Word After a Word is Power*
- *Maudie*
- *Mr. Dressup: The Magic of Make-Believe*
- *La passion d'Augustine (The Passion of Augustine)*
- *Vinyl*
- *White Room*
- *Window Horses*

TOP 10 FILMS screened on CanFilmDay:

1. *Bergers (Shepherds)*
2. *Universal Language (آواز بوقلمون)*
3. *Singing Back the Buffalo*
4. *Peace By Chocolate*
5. *It Feeds*
6. *A Bear Named Winnie*
7. *Ladies and Gentlemen, Mr. Leonard Cohen*
8. *Mr. Dressup: The Magic of Make-Believe*
9. *Maudie*
10. *Ru*

1000+

screenings of this year's Spotlight Films

RESILIENCE

- *Closet Monster*
- *Die Alone*
- *The Grizzlies*
- *Nadia, Butterfly*
- *Pontypool*
- *Rhymes for Young Ghouls*
- *Ru*
- *Rude*
- *The Sweet Hereafter*
- *Train of Dreams*
- *Water*
- *You Are Here: A Come From Away Story*

180+ SPECIAL GUESTS



Elle-Máijá Tailfeathers, Mary Walsh, Ali Hassan, Yannick Bisson, and Don McKellar



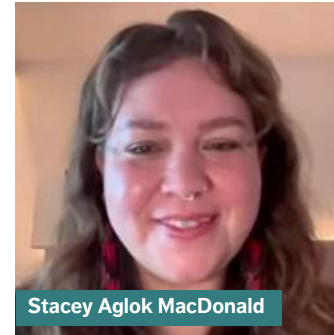
Jann Arden



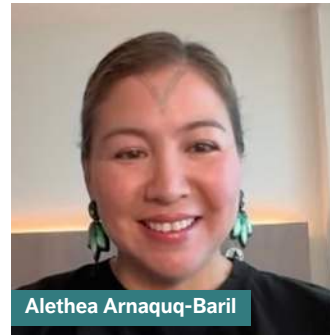
Eric Peterson



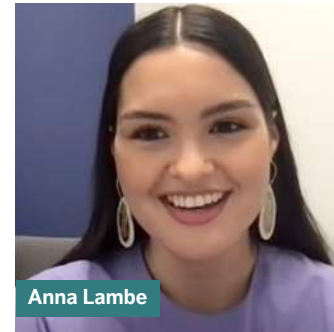
Piers Handling and Deepa Mehta



Stacey Aglok MacDonald



Alethea Arnaquq-Baril



Anna Lambe



Jason Ryle



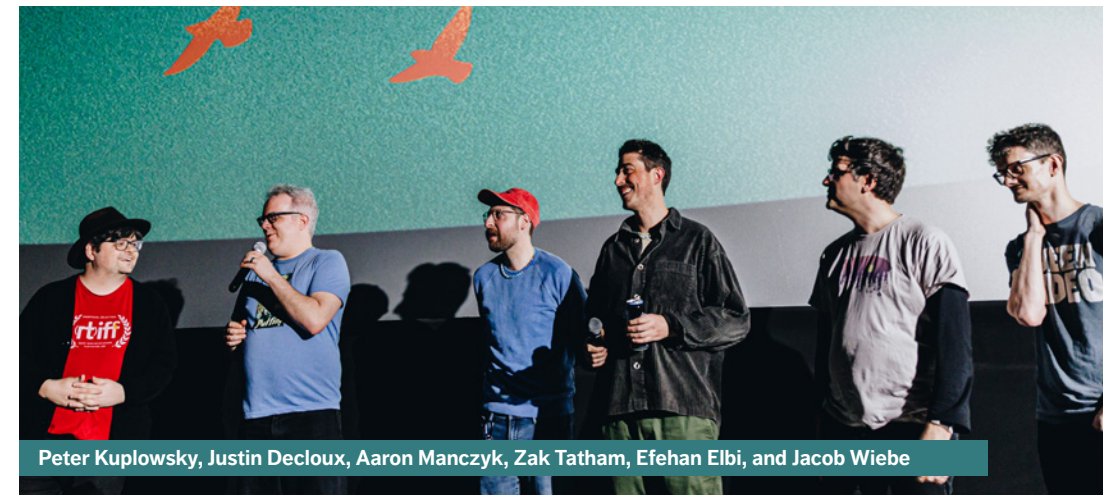
Sophie Deraspe (R)
Award for most live Q&As of the day



Liane Balaban (L)



Vanessa Caceres, Christian de la Cortina, and Frank Baylis



Peter Kuplowsky, Justin Decloux, Aaron Manczyk, Zak Tatham, Efehan Elbi, and Jacob Wiebe



Sook-Yin Lee (R)



Pierre-Luc Brillant (R)



Tasha Hubbard



Philippe Falardeau (R)



John Paizs



Cari Green (L) and Velcrow Ripper (C)



Vinay Virmani



Alan Zweig (L)



Patricia Rozema



Sugith Varughese



Angie Gei



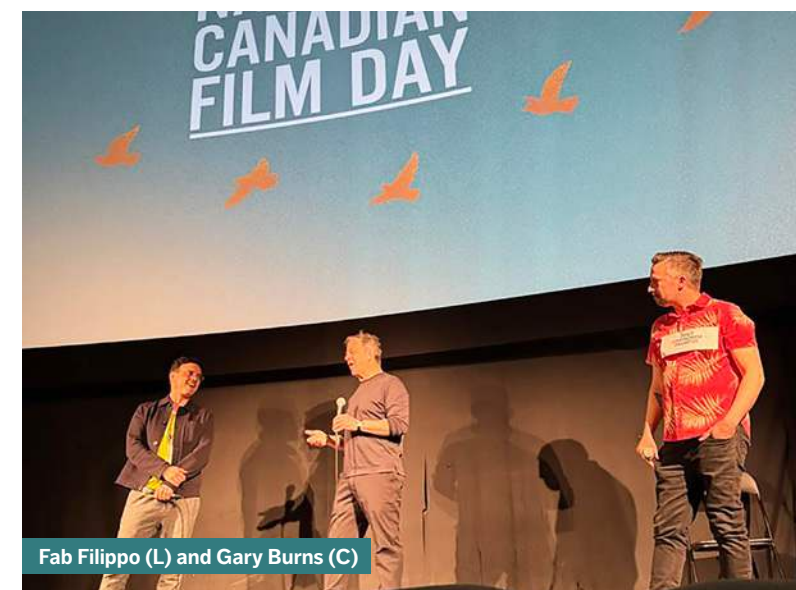
Saroya Tinker (C) and Raygan Kirk (R)



Kim Coates



Robert Lantos (L)



Fab Filippo (L) and Gary Burns (C)



Michael Toledano (C)



Mélanie Bray, Keris Hope Hill, and Gail Maurice



Barry Avrich and Mark Selby



Loreena McKennitt



Jasmin Mozaffari

What a thrill to watch a movie we made 24 years ago in Toronto – a romantic comedy set in our very own city – with a local crowd rediscovering the film. Lovely screening and lively Q&A where it felt like the film was embraced by a new generation of BIPOC filmgoers eager to watch a Canadian film meant for them.

– Helen Lee, writer/director,
The Art of Woo



Jacob Crepeault, Helen Lee, Sally Lee, Kurt Swinghammer, and Ross McKie



Michael Mabbott



Clement Virgo, Marguerite Pigott, and Francesca Accinelli



Karen Walton (L)



Ashley Greene and Brooklyn Marshall



Doug Murray, Morris Chapdelaine and Shawn Ashmore

See more special guests at canfilmday.ca/special-guests

PROGRAMMING HIGHLIGHTS (continued)

Premieres and Sneak Peeks

Each year, more and more filmmakers and distributors are taking advantage of the many benefits of debuting their new films to eager viewers on CanFilmDay.

It Feeds

We were excited to host the Canadian premiere of the thrilling new horror film *It Feeds*, which became a centrepiece of the CanFilmDay hub at the Scotiabank Theatre, with a sold-out red carpet event, featuring the full cast and crew of the film, including director **Chad Archibald**, and stars **Ashley Greene** and **Shawn Ashmore**. The full team also took the party to the Playhouse Cinema in Hamilton, for another packed screening the following day!

But that’s not all – we also premiered the film at 16 more theatres nationwide in partnership with the Network of Independent Canadian Exhibitors (NICE) and Black Fawn Films. We even recorded a special CanFilmDay introduction from director Chad Archibald.



chad_archibald It Feeds is Unleashed on Canada today for National Canadian Film Day!! Come on out and celebrate Canadian Cinema!



The Players and Kryptic

Game Theory Films showcased two of their upcoming titles on the day. Audiences at the Westdale Theatre in Hamilton, ON, enjoyed the new drama *The Players*, followed by a Q&A with the film’s director, **Sarah Galea-Davis** and stars **Eric Johnson** and **Stefani Kimber**. Meanwhile, The Vancouver Horror show presented the new mind-bending horror film *Kryptic*, along with a Q&A with cast and crew, including producer **Amber Ripley** and star **Jeff Gladstone**.

Please, After You

Vortex Media hosted a preview of their hilarious new comedy *Please, After You*, with a screening in Mississauga, ON, featuring a Q&A with stars **Neema Nazeri** and **Kris Siddiqi** moderated by actress **Julie Nolke**.



From left: Frank Baylis, Vanessa Caceres and Christian de la Cortina

Sin Papeles (Undocumented)

The Latin American Film Festival of Toronto (LATAFF) brought back a festival favourite for a special pre-release offering of the urgent and timely drama *Sin Papeles (Undocumented)*, followed by a Q&A with director **Christian de la Cortina** and producers **Vanessa Caceres** and **Frank Baylis**.

Online: The Difference Between Us and Doors of War

The National Screen Institute premiered their impactful new short *The Difference Between Us*, along with a Q&A with the film’s director, **Dabi Anele**. The Canada-Ukraine Foundation also presented a sneak preview of the moving documentary *Doors of War*, featuring a special introduction from co-directors **Annick Sheedy-McLellan** and **Taras Lesiuk**, which had over 400 viewers nationwide.

PROGRAMMING HIGHLIGHTS

(continued)

Anniversaries

2025 marked a major anniversary for some landmark Canadian films, and we commemorated them in a big way!

40th Anniversary: *My American Cousin*

We celebrated the classic coming-of age comedy *My American Cousin*, programming screenings in Vancouver with VIFF and in Ottawa with the Canadian Film Institute. Each featured a special Q&A with director **Sandy Wilson** joining in Vancouver, and producer **Peter O’Brian** in Ottawa. Wilson also recorded a special introduction to the film for retirement residences across the country.

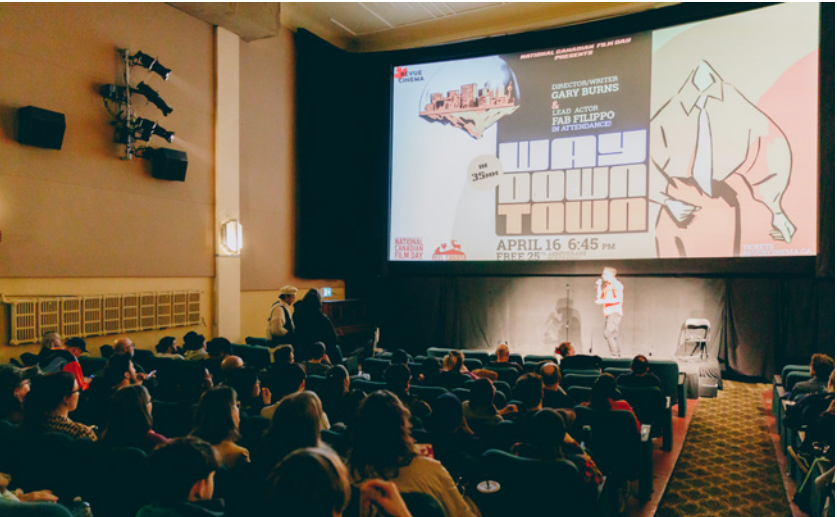


40th Anniversary: *Crime Wave*

The Calgary Underground Film Festival honoured the cult classic *Crime Wave* on its 40th anniversary and welcomed director **John Paizs** for a Q&A at the Globe Cinema.

35th Anniversary: *White Room*

In Toronto, **Patricia Rozema** joined for a virtual Q&A for the 35th anniversary of her enigmatic drama *White Room*.



30th Anniversary: *Rude*

The Reelworld Film Festival welcomed director **Clement Virgo** and producer **Damon D’Oliveira** to commemorate the 30th anniversary of their breakout hit, *Rude*, with a Q&A moderated by the City of Toronto Film Commissioner, **Marguerite Pigott**. After the screening, Virgo and D’Oliveira were both presented with special awards and medals from the 416 Day Committee for their contributions to the film industry and Toronto community.

25th Anniversary: *waydowntown*, *Ginger Snaps* and *Vinyl*

In Toronto, we marked the 25th anniversary for three major films:

- At the Revue Cinema, director **Gary Burns** and actor **Fab Filippo** discussed their quirky comedy *waydowntown*, with a special 35mm presentation.
- Final Girls Film Club hosted a presentation of the horror classic *Ginger Snaps*, with both a live introduction from the film’s writer, **Karen Walton**, and a virtual Q&A with actress **Emily Perkins**.
- Alan Zweig** led a thoughtful Q&A at the Riverdale library for his beloved documentary *Vinyl*.

20th Anniversary: *C.R.A.Z.Y.*

This year marked the 20th anniversary of the release of Jean-Marc Vallée’s breakout feature, *C.R.A.Z.Y.*, and actor **Pierre-Luc Brillant** joined the Future of Film Showcase for a post-screening discussion of the film, and Vallée’s enduring legacy on the Canadian film industry as a whole.

“LOVED IT. It was a fantastic event from start to finish.”
— Maggie Turner, Final Girls Film Club, Toronto, ON

PROGRAMMING HIGHLIGHTS (continued)

More is More: National Canadian Film Week

Sometimes, one day just isn’t enough! This year, many theatres across the country decided to go even further and dedicated a full week to Canadian film screenings.

The Vancouver International Film Festival held **18 screenings** throughout the week, with tonnes of special guests joining to present their new films including director **Carl Bessai** (*Field Sketches*), actor/ writer **Pirouz Nemat**i (*Universal Language*, آواز بوقلمون), director **Ingrid Veninger** (*Crocodile Eyes*), producer **Leslie Bland** (*Sweet Summer Pow Wow*), and many more. They also hosted a tribute to Impact Producer Tracey Friesen, with a screening of *ScaredSacred*, featuring director **Velcrow Ripper** and producer **Cari Green**.



Leslie Bland (L)



Many partners
celebrated
CanFilmWeek!



Meanwhile, in Whitehorse, the Yukon Film Society supersized their celebration too, with **13 screenings** across seven days, with a variety of classics and new releases including *Strange Brew*, *Project Grizzly*, *Seeds*, *Any Other Way: The Jackie Shane Story*, and *Night of the Zoopolypse*.

In Victoria, BC, Cinecenta held **11 screenings**, showcasing an exciting lineup of films including new releases *Paying For It*, *Chambres Rouges (Red Rooms)*, and *Seven Veils*.

Other theatres that went big this year include:

- **4 screenings:** The Historic Gem Theatre in Grand Forks, BC
- **6 screenings:** The Aeolian Hall in London, ON
- **5 screenings:** City Cinema in Charlottetown, PEI
- **4 screenings:** The Revue Cinema in Toronto
- **4 screenings:** First Ontario Place in St. Catharines, ON
- **5 screenings:** The Rio Theatre in Vancouver

FRENCH-LANGUAGE PROGRAMMING

There were **238** French-language events, and **376** screenings of French-language films. Here are just a few highlights:

Theatres Across Québec

We partnered with Mediafilm to offer some exciting new titles to over a dozen movie theatres in Québec. Popular films included the charming coming-of-age film *La Petite et le Vieux*, the quirky comedy *Vil & Misérable*, and *Maurice*, a portrait of Montréal Canadiens legend Maurice Richard, which screened at the Cinémathèque québécoise in Montréal alongside a Q&A with director **Serge Giguère**. In total, we had nearly 100 screenings across Québec, in all kinds of venues and communities.

“*La JourCinéCan est une excellente initiative qui met en valeurs les films canadiens. C’est un rendez-vous à ne pas manquer et ajouter à vos calendriers annuellement !!!*

– Chantal Doucet, Féminin Pluri-Elles, Thunder Bay, ON



Franco-Ontarian Films

This year, we profiled two powerful new Franco-Ontarian films, to serve the ongoing demand to connect communities with local content. The charming coming-of-age film *Rêver en néon* (*Neon Dreaming*) screened across the province in Toronto, Cambridge and Thunder Bay, as well as in Courtenay, BC, and Dalhousie, NB. The second was documentary *Johanne, tout simplement* (*Simply Johanne*), which screened in Ottawa, and in Toronto at a special presentation followed by a Q&A with the film’s director, **Nadine Valcin**, hosted by Le Labo, centre d’arts médiatiques francophones.

Canadian Parents for French

We deepened our relationship with Canadian Parents for French (CPF), more than doubling the number of chapters, and hosting 23 events – nearly five times more than last year. With CPF, we brought French Canadian films to young people across five provinces, in schools, online, in their communities, and even in local movie theatres.



Canadian Parents for French, Morden, MB



Sophie Deraspe (R)

The Star of CanFilmDay

Québécois filmmaker **Sophie Deraspe** was a CanFilmDay superstar, leading four live Q&As across Toronto on the day:

- Longtime festival partner Cinéfranco hosted a packed screening of her acclaimed new film, *Bergers* (*Shepherds*)
- Toronto Arab Film Festival showcased her breakout film *Antigone*
- Andra Movie World presented a double feature of her earlier works: *Rechercher Victor Pellerin* (*Missing Victor Pellerin*) and *A Gay Girl in Damascus: The Amina Profile*

Screenings Across Alberta

The francophone community centre La Cité des Rocheuses celebrated CanFilmDay for the ninth consecutive year, holding 13 French screenings for both local schools and the wider francophone community. They activated audiences across Alberta, in Airdrie, Brooks, Calgary, Lethbridge, and Medicine Hat.

25th Anniversary Screening

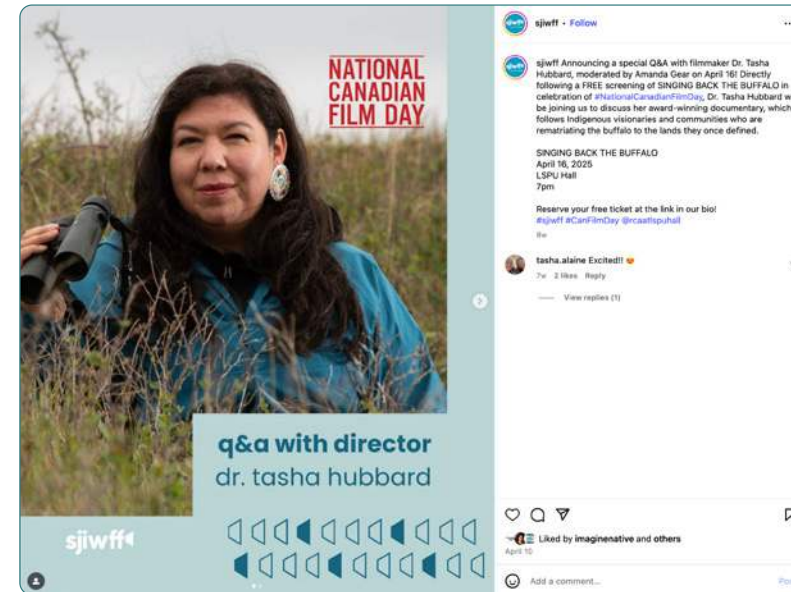
In the nation’s capital, we celebrated the 25th anniversary of *La moitié gauche du frigo* (*The Left-Hand Side of the Fridge*) with a special screening and Q&A with director **Philippe Falardeau**, co-presented by the Ottawa Film Office and the Canadian Film Institute.

INDIGENOUS PROGRAMMING

There were **687 screenings** showcasing Indigenous content for CanFilmDay. Here are just a few highlights:

St. John's, NL

Tasha Hubbard (Cree) joined for an in-person Q&A to discuss her film *Singing Back the Buffalo*, after a special screening presented by The St. John's International Women's Film Festival. Her documentary was one of this year's most popular films, with 20 screenings around the world.



Halifax, NS

Hellifax Horror Fest hosted a panel discussion about the work of iconic Mi'qmaq filmmaker Jeff Barnaby, featuring Mi'qmaq horror writer **Tiffany Morris**, **Dr. Fallen Matthews** (Mi'qmaq), **Dr. Kevin Chabot**, and **Dr. Margaret Robinson** (Mi'qmaq) from Dalhousie University. This discussion was followed by a screening of Barnaby's iconic first feature, *Rhymes for Young Ghouls*.



Vancouver, BC

In Vancouver, the BC Environmental Film Festival showcased the powerful feature *The Spirit Who Swims*, along with a discussion featuring the film's writer and co-director **Bev Sellars**, former chief of the Xat'sull Nation.

Wahnapitae First Nation, ON

White Owl Studios in the Wahnapitae First Nation hosted a launch event for their new facility, screening *The Road to Tophet*, with the film's director **Steve Schmidt** on hand for a Q&A. The screening began with a performance from local musician **Zeegwon Shilling** (Anishinaabe), and was attended by the Chief and members of the council of the Wahnapitae First Nation as well as **Paul Lefebvre**, the Mayor of Sudbury.



Toronto, ON

At our Carlton Cinema hub, BIPOC TV and Film presented the charming dramedy *Rosie*, with a Q&A with the film's writer and director **Gail Maurice** (Cree/Métis), and leads **Mélanie Bray** and **Keris Hope Hill** (Mohawk), hosted by **Tamara Podemski** (Anishinaabe). At the same venue, Planet in Focus Film Festival presented the powerful documentary *Yintah*, with the film's co-director **Michael Toledano**.

At our CanFilmDay hub at Scotiabank Theatre in Toronto, the Canadian Film Fest screened the uproarious comedy *Hey, Viktor!*, featuring a special video introduction from director **Cody Lightning** (Cree), shot on the set of his second feature.



Online

We also featured a selection of online offerings, including a special tribute to the late Murray Sinclair, head of the Truth and Reconciliation Commission. The tribute featured a recorded piece from legendary director **Alanis Obomsawin** (Abenaki) discussing his impact, followed by her powerful short film *Honour to Senator Murray Sinclair*.

Over 460 schools also joined for a live conversation with Inuk creators **Alethea Arnaquq-Baril**, **Stacey Aglok MacDonald**, and **Anna Lambe** – see page 54 for more details.

Thank you for providing us with an opportunity to share a film with our community! It was fantastic to have an opportunity to bring people together over something as community-building as a locally produced Indigenous film!

– Jenna Greig, Pe Metawe Games, Edmonton, AB



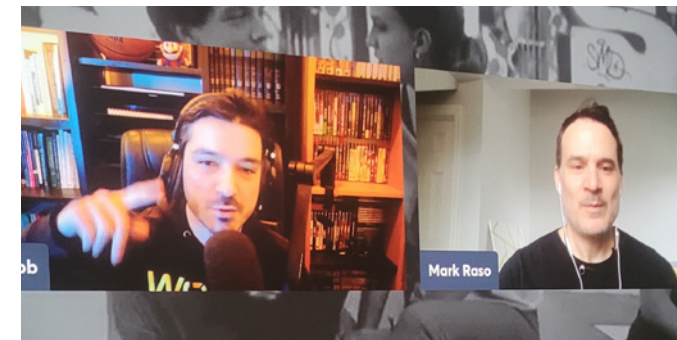
SPECIAL EVENTS

Over 50 film festivals and other organizations enhanced their events by welcoming special guests and giving out CanFilmDay merch!

At Carlton Cinemas

This year, CanFilmDay took over the Carlton Cinemas in Toronto, with our festival partners coming together to present eight amazing screenings:

- Inside Out Film and Video Festival screened the acclaimed documentary *Any Other Way: The Jackie Shane Story* with a Q&A with the film's co-director **Michael Mabbott**.
- The Toronto Pan Afrikan Film Festival presented a special 25th anniversary screening of the documentary *Speakers for the Dead*.
- The Pendants Film Festival presented the romantic drama *Copenhagen*, with a recorded Q&A with director **Mark Raso**.
- Cyrus International Film Festival screened a shorts programme followed by a Q&A with directors **Melissa Hannah Scott**, **Zach Price**, **Isalyne Hébert**, and **Steve Birles**.
- Plus the four exciting screenings mentioned above that were presented by BIPOC TV and Film, Future of Film Showcase, Planet in Focus, and Toronto Arab Film Festival.





Jasmin Mozaffari (R)



Vinay Virmani (R)



The Laser Blast Film Society

SPECIAL EVENTS (continued)

At the CanFilmDay Hub Scotiabank Theatre, Toronto

The CanFilmDay hub at Scotiabank Theatre was bustling with activity, with ten events throughout the day including:

- Ontario Creates screened the new documentary *We the North: From Prehistoric to Historic*, with an introduction from producer **Vinay Virmani**.
- The Laser Blast Film Society premiered a director's cut of the cult classic *Space Breakers*, with the full cast and crew joining for a discussion hosted by **Peter Kuplowsky** and **Justin Decloux**.
- The Reeljects Film Festival hosted a special screening of *Firecrackers*, followed by a Q&A with director **Jasmin Mozaffari**.
- The star-studded Town Hall “Elbows Up for Canadian Culture” mentioned on page 24.
- Screenings mentioned earlier of *It Feeds*, *Sin Papeles (Undocumented)*, *Ginger Snaps*, *Bergers (Shepherds)*, and *Hey, Viktor!*.

Célébrer la Journée du cinéma canadien est une aubaine pour nous rassembler, nous soutenir, nous souder dans la découverte des films.

— Marcelle Lean, Cinéfranco, Toronto, ON



SPECIAL EVENTS (continued)

Toronto International Film Festival

Also in Toronto, TIFF hosted a screening of the new restoration of **Deepa Mehta**’s feature debut, *Sam & Me*, followed by a conversation between Mehta and former TIFF CEO **Piers Handling**. Just upstairs, at the Festival Tower, producer **Niv Fichman** introduced Atom Egoyan’s new feature *Seven Veils*, and **Sophie Deraspe** presented a double feature of her work, screening *Missing Victor Pellerin* and *A Gay Girl in Damascus: The Amina Profile*.



Piers Handling and Deepa Mehta



Cineplex International Village

There was another full day takeover at the Cineplex International Village in Vancouver, with five screenings, including the Vancouver Asian Film Festival’s special presentation of **Ann Marie Fleming**’s latest film, *Can I Get a Witness?*, with Fleming joining the stars of the film **Keira Jang** and **Yuki Morita** for a Q&A.

Edmonton International Film Festival

The Edmonton International Film Festival presented the new hockey documentary *Ice Queens*, profiling the achievements of Black athletes in women’s hockey. The film’s director, **Damon Kwame Mason**, joined for a Q&A session following the film.



Matthew Rankin (L)

Bay of Blood Film Festival

In North Bay, ON, the Bay of Blood Film Festival presented the brand new slasher horror *Massacre at Femur Creek*, with cast and crew in attendance, including director **Kyle Hytonen**.

Durham College

In Whitby, ON, Durham College presented the moving and inspiring documentary *Ray of Hope*, followed by a panel discussion featuring directors **Ryan Singh** and **Nikki Cole** and the subject of the documentary, **Rathika Sitsabaiesean**.

Emerging Lens Cultural Film Festival

In Halifax, the Emerging Lens Cultural Film Festival held their opening night screening on CanFilmDay, with the new film *Welcome*, followed by a Q&A with the film’s director, **Jevon Boreland**, and cast members **Emidio Lopes** and **Shailene Garnett**.

Regina International Film Festival

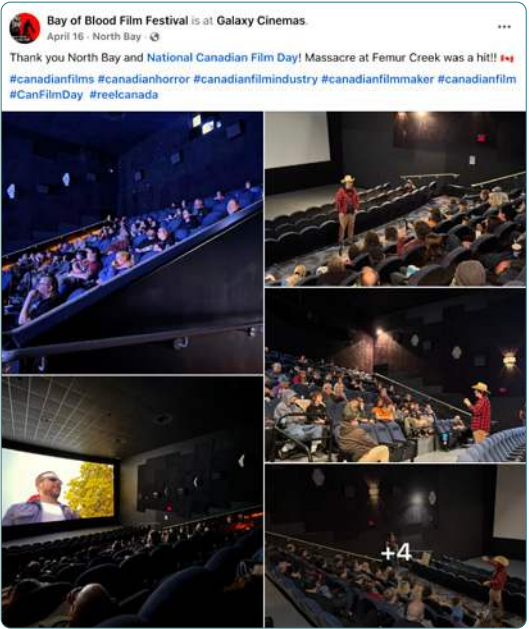
The Regina International Film Festival hosted a screening of *Universal Language* (آواز بوقلمون) with director **Matthew Rankin** joining for a virtual Q&A. Rankin also joined an in-person event for the same film at Cinéma Public in Montréal.

Fantasia International Film Festival

Fantasia International Film Festival in Montréal presented *The Last Video Store*, along with a Q&A with the film’s director, **Cody Kennedy**, star **Vanessa Adams**, and producer **Greg Jeffs**.

Canada China International Film Festival

Also in Montréal, Canada China International Film Festival screened *Tia and Piujuq* with a recorded Q&A with director **Lucy Tulugarjuk** (Inuk), followed by a screening of **Pascale Plante**’s moving drama *Nadia, Butterfly*, with Plante in attendance.



A NETWORK OF NETWORKS

Big Brothers Big Sisters Canada

We were excited to partner once again with Big Brothers Big Sisters Canada to give their “Bigs” and “Littles” the free opportunity to watch a Canadian film together! Eleven agencies across six different provinces participated, including five agencies who were new to the CanFilmDay celebration this year. Three events were held at local Cineplex theatres, and the Greater Halifax chapter screened *A Bear Named Winnie* in the auditorium of their local library, complete with fun activities like a crafting station and door prizes – they even brought in a popcorn machine!

Girl Guides and Boy Scouts

Events with the Girl Guides and Boy Scouts included screenings of specially curated shorts programmes with the 23rd Toronto Cubs, and the 113th Edmonton Guide Unit. In Welland, ON, long-time partners 20th Welland Scouts hosted a fun screening of the popular film *Butterfly Tale*. The Scouts loved the film and their special CanFilmDay moose stickers!



Big Brothers Big Sisters of Colchester East Hants, Truro, NS



Big Brothers Big Sisters of Greater Halifax

Retirement Networks

We also continued to expand our programming in retirement and long term care residences, working closely with partners at most major retirement chains in Canada: Sienna Senior Living, Aspira Retirement, Chartwell Retirement Residences, and others. Each of these three partners celebrated CanFilmDay as a company-wide event, including every home across the country and uniting both staff and residents through their celebration of Canadian Film. We also piloted a photo competition within each chain – see the winners on the right.

Many residences went all out to make the day special, hosting pajama parties, setting up red carpets and photo booths, and giving out snacks. Rockcliffe Care Community in Scarborough, ON, had everyone dress in a 1950s theme for their screening of *My American Cousin*, and Glen Rouge Community in Scarborough, ON, even built their own version of Maud Lewis’s house, which acted as the location for their screening of *Maudie*.

Some residences also joined our pilot project to purchase vinyl banners, Canadian flag bunting, and other fun decor to enhance their event.

*Lots of love and tears by the end
and I can’t wait for next year.*

— Rachel Tops, Aspira Red Oak
Retirement Residence, Kanata, ON



Sienna Rockcliffe, Scarborough, ON



Aspira Villa da Vinci, Woodbridge, ON



Chartwell Griesbach, Edmonton, AB

A NETWORK OF NETWORKS (continued)

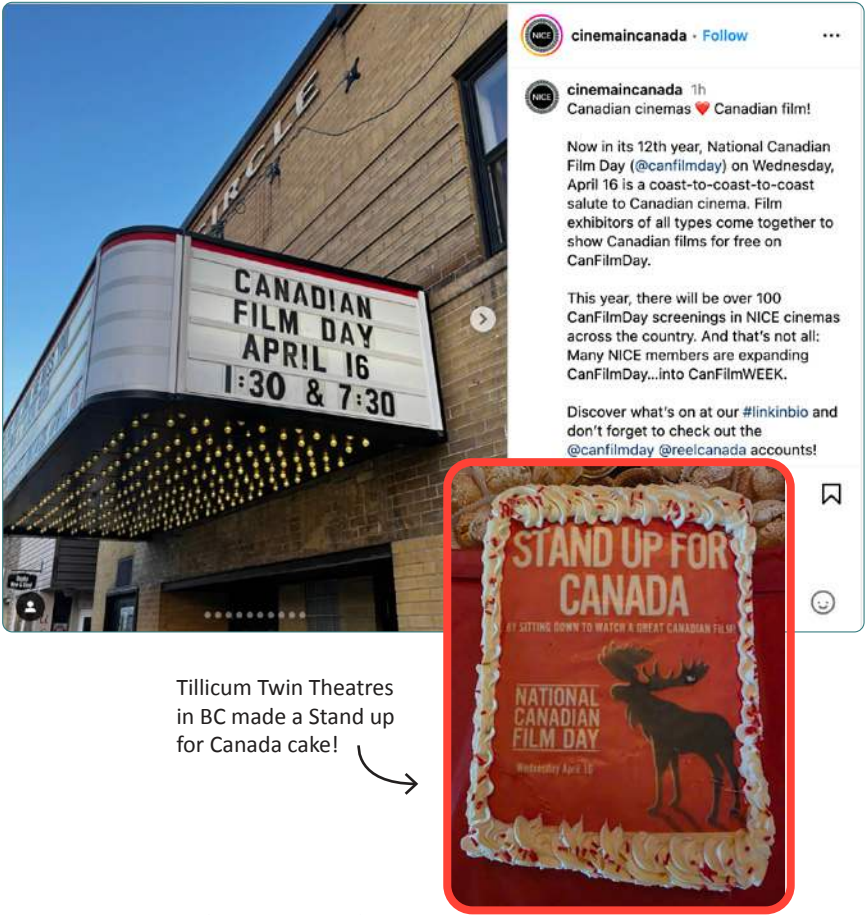
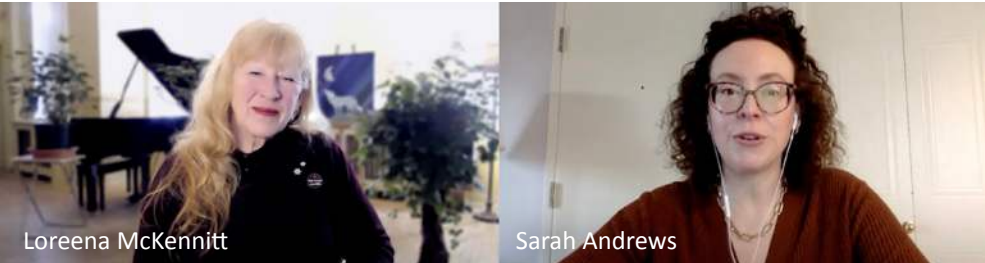
Network of Independent Canadian Exhibitors (NICE)

We saw our biggest numbers ever among independent cinemas, with 173 screenings in 60 theatres nationwide. Thanks to our growing partnership with NICE, that’s a 20% increase in theatres, and nearly double the number of screenings we had last year! Many theatres went all in for the big day, deciding to turn CanFilmDay into CanFilmWeek.

In addition to our NICE-exclusive premiere of *It Feeds*, VIFF hosted 18 screenings, nearly all accompanied by a live Q&A (see p. 30), while at the Film.ca cinemas, the Oakville Festivals of Film and Art presented *The Grand Seduction* with a recorded introduction from director **Don McKellar** and a live Q&A with actress **Liane Balaban**.

Friends of Canadian Media

We had an enormous turnout of 1600 viewers from all across Canada for our special online screening with Friends of Canadian Media. To reinforce their advocacy work, they hosted an informative conversation between acclaimed singer-songwriter **Loreena McKennitt** and their Director of Government and Media Relations, **Sarah Andrews**. The two discussed the enduring impact of the CBC, following which participants enjoyed a screening of *Family: A Loving Look at CBC Radio*.



Tillicum Twin Theatres in BC made a Stand up for Canada cake!

There are so many unique voices and perspectives across the country and it’s refreshing to present them on the big screen for audiences that otherwise might not have a chance to see them.

— Sebastien Lapres, Yukon Film Society, Whitehorse, YT

Art Galleries, Museums, and Artist-Run Centres

There were 47 screenings in museums, galleries, and artist-run centres this year, with many of them programming films to tie in with their mandates. Canada’s Theatre Museum presented *Billy Bishop Goes to War* followed by a Q&A with the film’s star, **Eric Peterson**, hosted at the historic Elgin and Winter Garden Theatres in Toronto. In Winnipeg, both Gallery 101 and La Maison des artistes visuels francophones hosted screenings of the locally-set *Universal Language* (آواز بوقلمون) to complement their exhibitions of Lebanese and Iranian-Canadian artists. In Saskatchewan, Climax Community Museum invited a neighbourhood school as well as leaders from the local Indigenous community to their screenings of *Singing Back the Buffalo*.

Libraries

There were nearly 160 screenings in libraries, taking place across ten provinces, in communities small and large. Highlights include a screening of *The Grizzlies* with Inuk actor **Natar Ungalaaq** at the Iqaluit Centennial Library in Nunavut, and appearances mentioned elsewhere in this book from filmmakers **Alan Zweig**, **Barry Avrich**, and **Mark Selby**, as well as the mascot from the Owen Sound Attack, Cubby! The Summerland Library in BC ran a bingo competition, and even made their own CanFilmDay bookmarks.

TIFF Film Circuit

There were 22 screenings of Canadian films across TIFF Film Circuit locations this year. Their programme showcased eight exciting new titles, with the most popular being *Young Werther*, *Bergers (Shepherds)*, and *Can I Get a Witness?*.

Over 250 people turned out to the Quinte Film Alternative’s screening of *The King Tide*. The group created a truly festive feel by making their own Canada-themed decorations and signs, and encouraging their audience to wear red and white clothing. Attendees embraced the theme with enthusiasm, and were excited to receive their CanFilmDay merch and show support for Canadian film!





Victoria, BC

The evening brought the community together in a fun yet meaningful way. We had a packed theatre, and when Jann Arden led the rendition of O Canada during the preshow every single person that was able stood up and sang along.

– Dan Genis, Bruce County Museum and Cultural Centre, Southampton, ON

COMMUNITY HIGHLIGHTS

Victoria, BC

New partner Victoria Downtown Residents Association had a beautiful evening for their outdoor screening of *Singing Back the Buffalo*, and the short film *Lekwungen: Place to Smoke Herring*. Around 150 people turned out to the event, which was held under the Johnson Street Bridge in Victoria. Special guest, filmmaker **Brianna Bear** (Songhees/Lekwungen), welcomed attendees to Lekwungen Territory and introduced the films.

Vancouver, BC

CanFilmDay screenings come in all shapes and sizes, but there's no doubt that the screenings at the East Van Vodville Cinema win the prize for being the tiniest! A selection of Indigenous short films played throughout the day inside of a five inch miniature scale model of a now-lost historic Canadian theatre.

Banff, AB

Love was in the air at the special 50th anniversary screening of the Oscar-winning documentary *The Man Who Skied Down Everest*. One couple attending the event, hosted by the Banff Centre for Arts and Creativity, came to revisit the film together after having seen it on their very first date, in 1976!

Red Deer, AB

This day of screenings organized by the Bachelor of Applied Arts in Film at Red Deer Polytechnic was a truly collaborative effort, giving students from a local high school the opportunity to programme, promote, and run their own Canadian film festival! Four feature films were screened and audiences were able to see local filmmakers who spoke between the screenings.

Wakaw, SK

The Wakaw Public Library celebrated CanFilmDay by focusing on their local talent, taking the opportunity to introduce their audience to independent filmmakers. This special event saw Métis filmmaker **Danielle Vandale** introduce her short film *Berry Breast* and take part in a captivating Q&A.

Lloydminster, Meadow Lake, Yorkton, and Prince Albert, SK

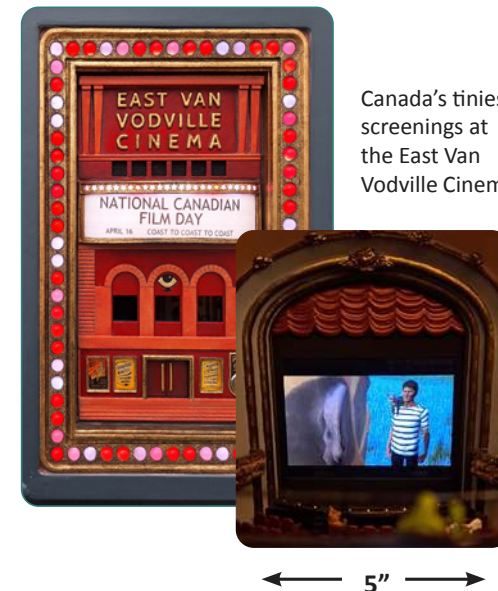
This year, we were thrilled to receive support from Creative Saskatchewan, who helped to promote several screenings of the new Saskatchewan-made horror film *Die Alone*. Screenings were held across the province at May Cinema 6, Tower Theatre, Aurora Cinemas and the Prince Albert Public Library. A wonderful show of support for homegrown Saskatchewan talent!

The Pas, MB

Now in their ninth year of celebrating National Canadian Film Day, Storytellers Film Festival returned with another full day of screenings! The festival screened six films, including Indigenous-made films and documentaries, and provided refreshments and discussions about the films. The event also included an art exhibit of local works provided by The Pas Arts Council and imagiNorthern.

Winnipeg, MB

La Maison des artistes visuels francophones was able to offer a special presentation of the film *Universal Language* (آواز بوقلمون) to gallery visitors in celebration of this year's CanFilmDay. The film was tied into the exhibition *Échos croisés* (Crossed Echoes), which was housed in the main gallery and was created by Mancy and Farzaneh Rezaei, two Iranian-Canadian sisters based in Montréal.



Canada's tiniest screenings at the East Van Vodville Cinema



COMMUNITY HIGHLIGHTS (continued)



Meaford, ON



Côte Saint-Luc, QC

Burk’s Falls, ON

The Burk’s Falls, Armour & Ryerson Union Public Library invited two local musicians to provide renditions of Canadian songs while the audience waited for the film to start. *The Grizzlies* was so well received and the overall event so successful that the library committee was inspired to continue to organize more Canadian film screenings in the future!

Kingston, ON

Canadian Forces Base Kingston screened *You Are Here: A Come From Away Story* as part of their Lunch and Learn series, to coincide with their exhibition, *Mission Afghanistan*. The film’s link to the events of September 11, 2001, was especially relevant to the base’s *Poppy Memorial* and *Portraits of Honour* – two temporary exhibits dedicated to the Canadians who lost their lives in Afghanistan.

Meaford, ON

Meaford Public Library packed in four screenings on April 16! Three of their chosen films, *Ice Queens*, *Breakaway*, and *Score: A Hockey Musical* were hockey related, reflecting the community’s strong support for their local teams. For the screening of *Score* the audience was joined by a special guest: Owen Sound Attack’s mascot, **Cubby**!

Iqaluit, NU

The Nunatta Sunakkutaangit Museum screened *Ice Queens* with a special recorded introduction from the film’s director, **Damon Kwame Mason**. The audience were also invited to test out their hockey skills and knowledge before the screening and win the chance to take home some CanFilmDay swag!

Côte Saint-Luc, QC

Over 100 people attended a special screening of *Without Precedent: The Supreme Life of Rosalie Abella* at the Côte Saint-Luc Public Library. The audience was treated to a Q&A with the film’s director, **Barry Avrich**, and producer **Mark Selby**, and the Mayor and Councillors also addressed the crowd.

Montréal, QC

This screening of *Ladies and Gentlemen, Mr. Leonard Cohen*, hosted by Cinéma du Musée, was attended by special guest **Victor Shiffman**, co-creator of the exhibition *Leonard Cohen: A Crack in Everything*, at the Musée d’art contemporain de Montréal. The film was selected in part due to the proximity of the theatre to a large mural of Leonard Cohen, *Tower of Songs, Hommage à Leonard Cohen*, created by artist Gene Pendon.

Stanstead, QC

This year, Cinema Haskell brought a screening of *Incendies* to their unique venue. The cinema operates out of the Haskell Free Library and Opera House, which is physically situated right on the Canada-U.S. border: audiences can sit in the United States while watching a film in Canada. The venue unites the two communities of Stanstead, QC, and Derby Line Vermont – this time, by watching a great Canadian film!

St. John’s, NL

The A.C. Hunter Library created a truly festive atmosphere for their screening of *John and the Missus*. The library staff created a book display with copies of *John and the Missus*, and had pots of tea and “JamJam” cookies available, so it had the feel of a real Newfoundland kitchen party!

Yarmouth, NS

This year, long-time partner the Tri-County Women’s Centre expanded their programming to screen four films on CanFilmDay. All the films depicted important, historical, female-centered stories, including the documentary *The Spirit of Annie Mae*. Following this screening, a local Mi’qmaq Elder who knew Annie Mae Pictou Aquash led a discussion with the audience.

Annapolis Royal, NS

Building on their success from 2024, King’s Theatre Society held another full day of screenings on April 16, including a showing of the film *Singing Back the Buffalo* for 160 students from local high schools. One of the teachers involved in the event knew the filmmaker and was able to share some additional context and insight to make the film relatable to the youth.

Charlottetown, PE

What started with an idea for a CanFilmDay screening on April 16 turned into a three-day film marathon at Holland College - Belmont Centre! Staff went out of their way to introduce Canadian culture to the adult newcomer students through engaging, entertaining, and inspiring films. They had treats, posters, and a selfie station for students to enjoy. Language instructors used discussion questions to facilitate meaningful conversations about the films and students’ own experiences.

Online

The National Association of Japanese Canadians hosted an online event for their national membership showcasing the docuseries *Working People: A History of Labour in British Columbia*. Host **Lorene Oikawa** shared some background about her Uncle Buck Suzuki, who is profiled in the series, and spoke with special guest **Masako Fukawa**, author of an award-winning book about the history of the Japanese Canadian fishers. It was particularly powerful because many of the audience members shared stories of their own family connections to the fishing industry as well.



Charlottetown, PE



Annapolis Royal, NS

We’ll be back next year for sure. Our audience members are already enthusiastic for a repeat in 2026.

– Chris Worsnop, Cobourg Public Library, Cobourg, ON



Greenland



Peru



Nicaragua

(INTER)NATIONAL CANADIAN FILM DAY

93 screenings in 40 countries

Participating Countries

- Argentina
- Australia
- Bangladesh
- Bolivia
- Brunei
- Chile
- China
- Colombia
- Costa Rica
- Denmark
- Dominican Republic
- Ecuador
- Egypt
- El Salvador
- Estonia
- France
- Greenland
- Guatemala
- Honduras
- Hong Kong
- Iceland
- Indonesia
- Japan
- Kazakhstan
- Mexico
- Mozambique
- Nicaragua
- Norway
- Pakistan
- Panama
- Peru
- Philippines
- Poland
- Republic of Fiji
- Serbia
- Singapore
- Spain
- Trinidad and Tobago
- United States
- Uruguay
- Vietnam

*Through film, this is an experience
that highlights culture and empowers
our society.*

— Camilo Pradenas Gutierrez, Fundaciòn
Cinematca Boliviana, La Paz, Bolivia

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

GREENLAND + PANAMA

Greenland and Panama, both of which also found their sovereignty threatened this year, stood up with Canada and celebrated CanFilmDay. In Greenland, Suialaa Arts Festival screened *Angry Inuk* at the National Library in Nuuk, and the Taseralik culture house showed the film in Sisimiut. In Panama, the Universidad de Panamá showed *Richelieu* and *Sin Papeles (Undocumented)*.



Brunei

ARGENTINA

Six screenings took place in Argentina, two of which were with our long-time partners at the Buenos Aires Festival Internacional de Cine Independiente (BAFICI), which presented the Argentinian premiere of the films *Paul* and *Paying For It* (with filmmaker **Sook-Yin Lee** in attendance).

FRANCE

This year, we had a whopping 12 screenings taking place for JourCinéCan at local theatres, community centres and cultural hubs in the cities of Le Grand-Quevilly, Malvezie, Nantes, La Rochelle, Biscarrosse, Laxou, Châlons-en-Champagne, Langres and Bègles. They watched the films *La Grande séduction*, *Les hommes de ma mère*, *Jacques*, *Jules au pays d'Asha*, *Coueurs des toits*, *Katak le brave béluga*, and *Kuessipan*.

 **Canada au Bangladesh**
@HCCanBangladesh

La Journée nationale du cinéma canadien a lieu aujourd'hui, mercredi 16 avril ! Un film de l'UR du Canada sera projeté à l'Alliance française de Dhaka, au Bangladesh, aujourd'hui - voir l'affiche pour plus de détails.
[#JourCineCan](#) [@CanFilmDay](#)



KAZAKHSTAN

The Embassy of Canada to Kazakhstan organized two screenings at the Ambassador’s residence in Astana, where local audiences gathered to watch the films *Testament* and *Singing Back the Buffalo*.


MEXICO

In Mexico, six screenings of four different films took place across Tijuana, Ciudad Juárez, and Mexico City, where the cultural organization Gato Blanco partnered with a community college to screen a special preview of the documentary *Doors of War* for students and locals.

SINGAPORE


The High Commission of Canada in Singapore partnered with the Alberta and Saskatchewan trade offices, and held a reception followed by a private screening of *Singing Back the Buffalo* for an audience of embassy workers, academics, and contacts from the cultural sector.





Embassy of Canada to Serbia, North Macedonia and Montenegro

4h ·

 Today, we stand up for Canada by sitting down to watch a Canadian film.



Embassy of Canada in the Philippines

April 7 at 10:57 PM ·

In celebration of National Canadian Film Day, the Embassy of Canada in the Philippines is pleased to present a free screening of 'Universal Language' on April 24th, Thursday, 6pm, at the Embassy.



Embassy of Canada to Norway

April 14 at 5:53 AM ·

 National Canadian Film Day - Virtual Screening Invitation

On April 16, join us in celebrating #CanFilmDay with a special virtual screening of *Singing Back the Buffalo*. This film explores themes of environmental sustainability and indigenous knowledge.

Thank you to REEL CANADA for allowing us to show Canada’s story-telling, cultures and values to the Brunei’s audience.

— Maznah Badarudin, High Commission of Canada in Brunei Darussalam, Bandar Seri Begawan, Brunei

UNITED STATES

This year, six different partners in the United States participated in CanFilmDay, with audiences in Gettysburg, Minneapolis, Philadelphia, Frederick, and New Haven. They gathered to watch five powerful Canadian films: *Bergers (Shepherds)*, *Singing Back the Buffalo*, *Comme le feu (Who by Fire)*, *Aberdeen* and *Silvicola*.

VIETNAM

The Embassy of Canada in Vietnam organized a screening of *Katak: The Brave Beluga* for French students at Hanoi University.



SCHOOL PROGRAMMING

RCtv Livestream

Our annual school livestream showcased the powerful and inspiring film *The Grizzlies*. After watching the film, over **17,000 students** across Canada participated in an online conversation with the film’s star **Anna Lambe** (Inuk) and producers **Alethea Arnaquq-Baril** (Inuk) and **Stacey Aglok MacDonald** (Inuk), hosted by festival programmer and producer **Jason Ryle** (Anishinaabe).

The lively and insightful conversation focused on the ongoing legacy of colonization, youth mental health, and contemporary Inuit life.

After many discussions about the legacy of colonialization in Indigenous nations around the world it was so impactful for my students to see what that legacy truly looks like in our world today.

— Abby Adams, teacher at Bethlehem Catholic High School, Saskatoon, SK

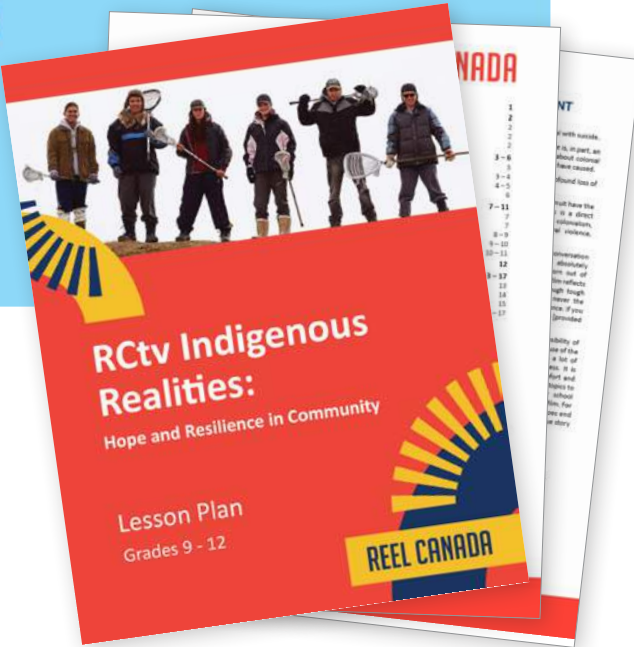


CLICK HERE
to watch the
livestream



Watching The Grizzlies was a great experience for my Grade 11 class. One student said it was the best film he'd watched in school ever. Just like at a real sports match, many students were cheering out loud for the team as they were playing in the Toronto tournament, and groaning when they missed a goal. The interactive platform was fun, and the lesson plans were great – such a timesaver for teachers! I look forward to your next event!

— Rana Nelson, teacher at Revelstoke Secondary School, Revelstoke, BC



School Programming (continued)

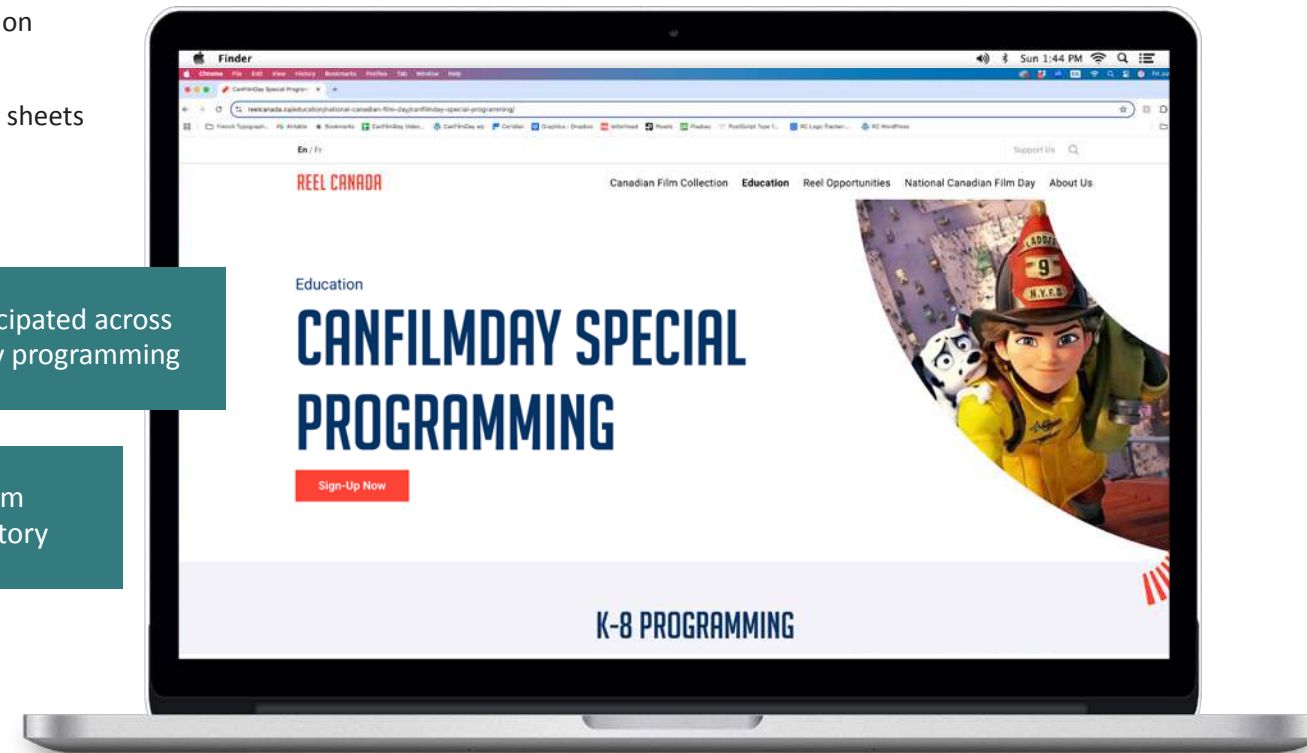
Aside from RCTv, we also served another **13,000 students** and nearly **300 schools** with other Canadian films chosen from our school library.

Our newsletters put a special spotlight on the hit new film *Fireheart*, which was the most popular choice among schools, with 63 screenings nationwide. We also showcased film choices in English and French, for JK to Grade 12, as well as special short film programmes focused on Indigenous voices, and on Earth Day.

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

30,000+ students participated across all CanFilmDay programming

750 schools participated, from every province and territory



Such a great program. My students were so excited to watch a movie and EXTRA excited that it was Canadian.

— Brooke Binning, teacher at Dr. Gerald B. Probe Elementary School, Lethbridge, AB

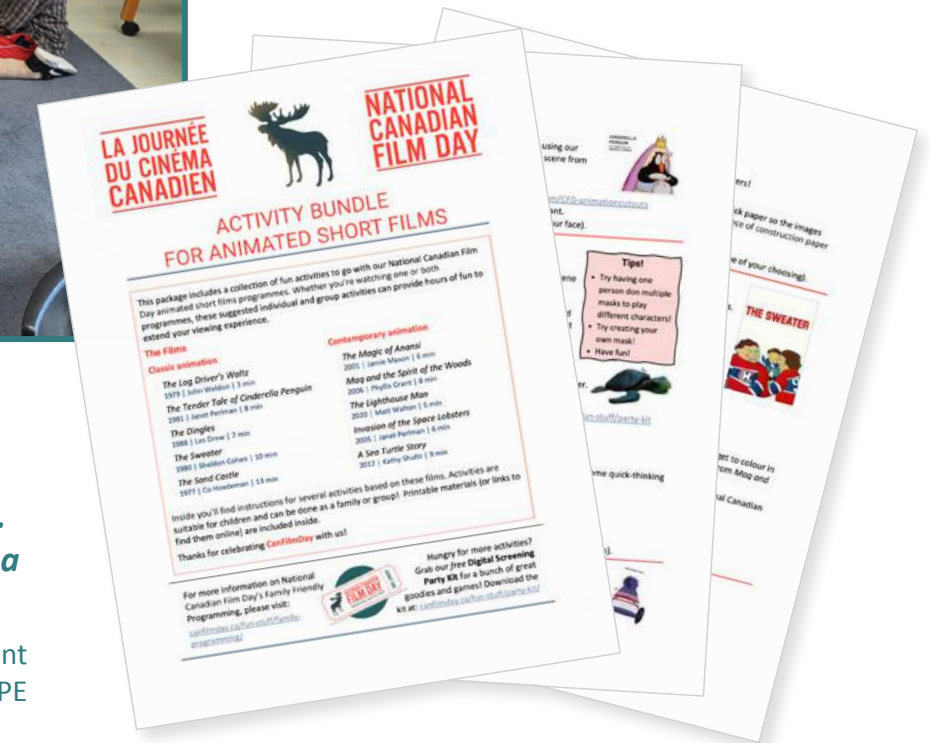


The films were engaging, entertaining, and inspiring. They sparked meaningful conversations and created a memorable experience in our classroom.

— Cheryl vanDuinkerken, teacher at Holland College - Belmont Centre, Charlottetown, PE

We are so thankful for getting these opportunities to engage with Canadian films that bring to life perspectives and art surrounding a wide range of Canadian experiences. What an absolute treasure to share with the students.

— Tabitha Lucas, teacher at Clayburn Middle School, Abbotsford, BC



IN YOUR LIVING ROOM

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



27 STREAMING SERVICES

13 BROADCASTERS

We were honoured and delighted that so many broadcasters and streaming services came together to help us make Canadian films available to absolutely every Canadian, wherever they were.

See the full list of broadcasters and streaming partners on our website:
canfilmday.ca/broadcast
canfilmday.ca/streaming



Super Channel @SuperChannel
Today, we sit down to stand up for Canadian film. 🇨🇦

Across the country and beyond, we're celebrating the stories that make us proud to call this place home. #CanFilmDay is here—be part of it by browsing and watching from our collection of Canadian Movies today on Super Channel and Super Channel+!

GameTV
1 h · 🌐
Today is National Canadian Film Day! 🎬
Here's some Canadian Gems we've played over the years!
[#CanFilmDay](https://twitter.com/NationalCanadianFilmDay)

CHCH TV @CHCHTV
One big day. One big country. One big celebration of Canadian film.
[@CanFilmDay](https://twitter.com/CanFilmDay) returns on April 16, offering Canadians a chance to enjoy FREE films made for us, by us. Be part of the World's Biggest Film Festival at canfilmday.ca! #CanFilmDay

APTN lumi
46m · 🌐
Today is the annual celebration of **National Canadian Film Day**! What better way to celebrate than by watching meaningful stories from filmmakers in Canada? 🎬



BUZZ & MEDIA

Our country is experiencing a unique moment in 2025, and Canadians were more excited than ever about this year’s CanFilmDay. Our staff kicked off the morning of April 16 with 22 interviews on CBC radio across Canada, but that was only one part of a larger media campaign over print, radio, broadcast and web that totaled 1,400 pieces of media coverage with 13.1 million total online views.

1,400 pieces of media coverage

13.1 MILLION total online views

“Many of us may feel a sudden urge to read Canadian, listen Canadian and watch Canadian.”
— Edward Keenan, *Toronto Star*





WED APR

Regina

Now	Aft
	
5	18

22 interviews on CBC Radio across Canada

National Canadian Film Day returns with record-breaking number of free screenings

Boosted by "elbows up" enthusiasm, the annual event returns Wednesday


 Leah Collins · CBC Arts · Posted: Apr 15, 2025 11:46 AM EDT | Last Updated: 5 hours ago






Media Coverage Highlights



 Menu



ARTS About CBC Arts Shows Video Articles

Arts · Holding Space

Now, more than ever, let's come together as a country and hold space for Canadian movies

We're all buying Canadian. But we should watch Canadian, too!



HOME FOR YOU ELECTION 2025 CANADA WORLD BUSINESS INVESTING PERSONAL FINANCE OPINION POLITICS SPORTS LIFE


‘It’s noisier this year’: National Canadian Film Day embraces the elbows-up era

 KATE TAYLOR >
PUBLISHED APRIL 11, 2025

» TORONTO STAR «

Opinion | Donald Trump got you eager to get your ‘elbows up’ for some homegrown screen talent? Send us your fave Canadian movie moments

April 15, 2025 3 min read



...Moranis, left, and Dave Thomas used their SCTV characters Bob and Doug McKenzie to poke at our image in the movie "Strange Brew."

THE CANADIAN PRESS

By Edward Keenan City Columnist
Edward Keenan is a Toronto-based city columnist for the Star. Reach him via email: ekeenan@thestar.ca

Media Coverage Highlights (continued)

GOT A TIP?

THE

Hollywood

REPORTER

NEWSLETTERS SUBSCRIBE

NEWS FILM TV MUSIC AWARDS LIFESTYLE BUSINESS INTERNATIONAL VIDEO CHARTS LISTS

HOME > MOVIES > MOVIE NEWS

Canada Film Day Celebrates Homegrown Movies and Offers a Symbolic “Elbows Up” to America

As the April 16 salute to home-grown movies approaches, Canadians are increasingly rethinking their consumption of Hollywood fare thanks to Donald Trump’s antagonistic rhetoric.

BY ETAN VLESSING MARCH 27, 2025 12:22PM

WEDNESDAY, APRIL 16, 2025

‘Elbows-up explosion of Canadian films’

National Canadian Film Day celebrates homegrown movie industry

PLAYBACK

SUBSCRIBE NOW SIGN IN


FILM TV MAGAZINE SESSIONS CAREERS EVENTS SPOTLIGHTS FILTER LOCATIONS

Canadian Screen Awards 12 NOMINATIONS Prix Écrans canadiens

BONES OF CROWS

Canadian Film Day doubles partner registrations compared to 2024

BY NICHOLAS SOKIC 1 week ago



Reel Canada organizers expect the day’s screenings to

NATIONAL POST

Newsletters Canada World Financial Post NP Comment Longreads Puzzmo Life Shopping Epaper Manage Print Subscription

Home / Culture / Movies



Lights, camera, elbows up: Movies to stream on Canadian Film Day

The April 16 celebration features events across the country, but if you can’t make it out there are streaming options to view any time

By Chris Knight
Published Apr 12, 2025 Last updated Apr 12, 2025 7 minute read 24 Comments





Mike Myers and Canadian PM Mark Carney MARK CARNEY/X

8° 8:48 CTV



TODAY IS NATIONAL CANADIAN FILM DAY
WED 13 THU 14 FRI 15 SAT 15 SUN 14
SICK NOTES FOR SHORT-TERM ABSENCES TO BE ELIMINATED IN B.C.

CityNews Everywhere

News Watch Listen Weather Contests Community

Canadian Film Day tapping into rising patriotism with record number of screenings

tribute.ca


SHOWTIMES MOVIES TV GUIDE ON DVD TRAILERS

Features > Stand up for Canada on National Canadian Film Day!

Stand up for Canada on National Canadian Film Day!

By Tribute on April 8, 2025 | Leave a Comment

7:29

The Globe and Mail
News from Canada and the World

Get


THE GLOBE AND MAIL

HOME WATCHLIST

SUBSCRIBE \$0.99/WEEK

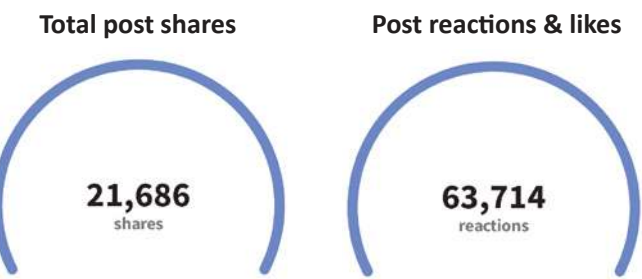
This National Canadian Film Day, industry turns to Bill C-11 to secure its elbows-up future

BARRY HERTZ >
PUBLISHED YESTERDAY



SOCIAL MEDIA OVERVIEW

CanFilmDay was bigger and better than ever, including online! With nearly **3 million** video views and **6.6 million** post impressions, Canadians engaged with @canfilmday across Facebook, Instagram, YouTube, and TikTok.

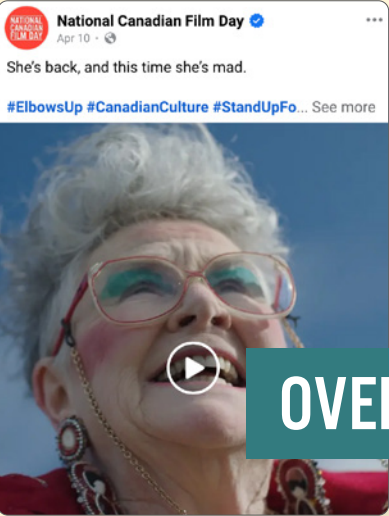


6.6 MILLION IMPRESSIONS

3,234 NEW FOLLOWERS

Top Post

April is still early in the year, but in 2025 Canadians had already faced so much. Fortunately Marg Delahunty, Princess Warrior, heard the call, and returned from (semi) retirement on The Rock to battle on behalf of her country and in support of National Canadian Film Day. Her rallying cry was our most successful post, and has over **1.1 million views** (and counting!)



Views across all platforms: **1,131,998**
Instagram engagement rate: **15.38%**
TikTok engagement rate: **17.86%**
Facebook Reactions: **25,502**

OVER 1.1 MILLION VIEWS!

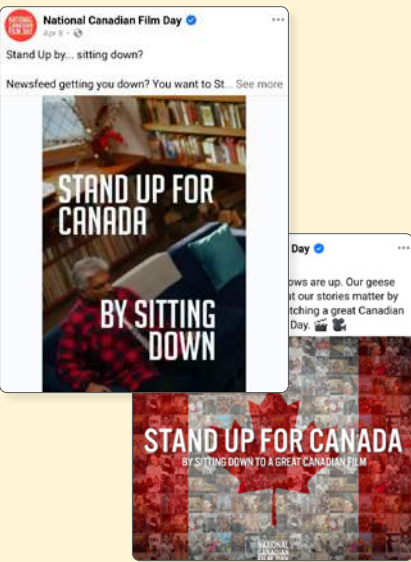
Other Top Posts

Stand Up For Canada Therapist Video:

Views across all platforms: **985,081**
IG engagement rate: **9.55%**
TT engagement rate: **19.39%**
FB reactions: **6,751**

Flag Day Stand Up For Canada:

FB and IG engagement rate: **10.39%**
FB and IG impressions: **25,383**
FB and IG likes: **1,753**

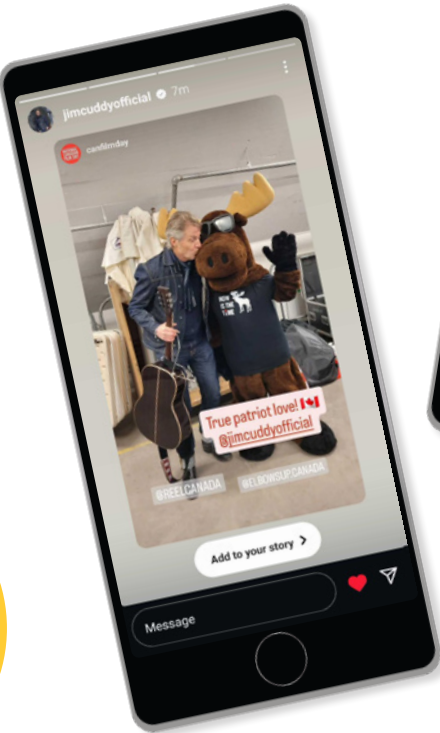


CLICK THE THUMBNAI LS TO WATCH THE VIDEOS

Stand up for Canada Video Campaign

We created a successful video campaign that responded to the moment with three different takes on the theme. Not only did **Marg Delahunty, Princess Warrior**, return to kick Canadians into action, but **Shawn Ashmore, Vinessa Antoine, Colm Feore, Atom Egoyan, Sugith Varughese**, and other Canadian celebrities helped share the message to stand up for Canada — by sitting down to a great Canadian film.

We also ran a successful social media contest for new Canadians through the new Canoo app, which helped boost our click-through rate on the app to **32.6%**.



As always, we had fun with memes, cute posts, and engaging with fans, partners, and sponsors online.

SOCIAL MEDIA HIGHLIGHTS

Canuckle 🇨🇦 @CanuckleGame · 6h
Happy National Canadian Film Day! 🎬🇨🇦

Cineplex @CineplexMovies
It's #CanFilmDay! 🇨🇦🎬
We're happy to be showcasing some of the best of Canadian film today, including films like The Queen of My Dreams, Shepherds and Universal Language.

Canadian Heritage @CdnHeritage
From coast to coast to coast, Canadian-made movies capture the heart of our country. 🎬
On this #CanFilmDay, watch a Canadian movie! 🇨🇦🎬

DGC National @DGCTalent
Happy #CanFilmDay! 🇨🇦🎬
Attend an event and watch a screening at home or in a theatre near you!

The Canadian Academy @TheCdnAcademy
Stand up for Canada by sitting down to watch a great Canadian film! 🇨🇦
Our stories matter, and #CanFilmDay is back on April 16, bringing Canada's best films to screens across the world. Join the celebration and find a screening at canfilmday.ca.

Jay Baruchel
jonathanadamsaundersbaruchel

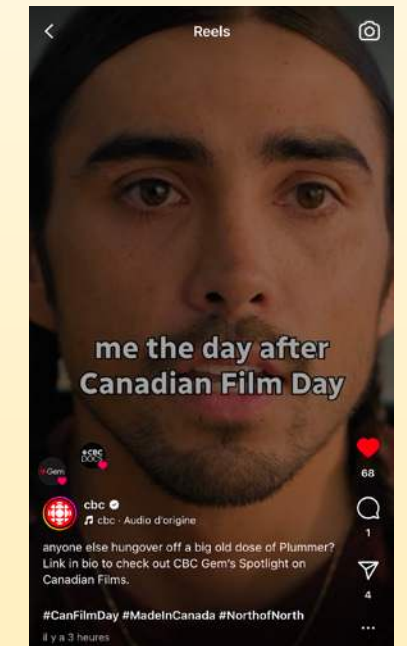
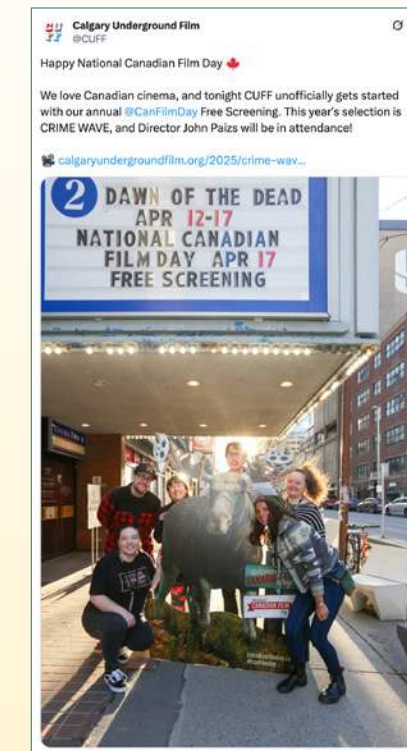


Mina Shum
minashum8888



standupali Canada!!
Wednesday April 16 is #canfilmday - an annual day to watch, screen and celebrate Canadian Film. There are a record-breaking 1900+ films screening across the country tomorrow...in large theatres, indie theatres, community centres, military bases, student centres and more!

Bay Street Video @BayStreetVideo · 36s
Happy National Canadian Film Day! To celebrate, every single Canadian film rental is free! We'll also be watching some of our faves in store, so check out our @letterboxd to follow along! We also might have a little contest later today as well... #canfilmday #physicalmedia





ADVERTISING

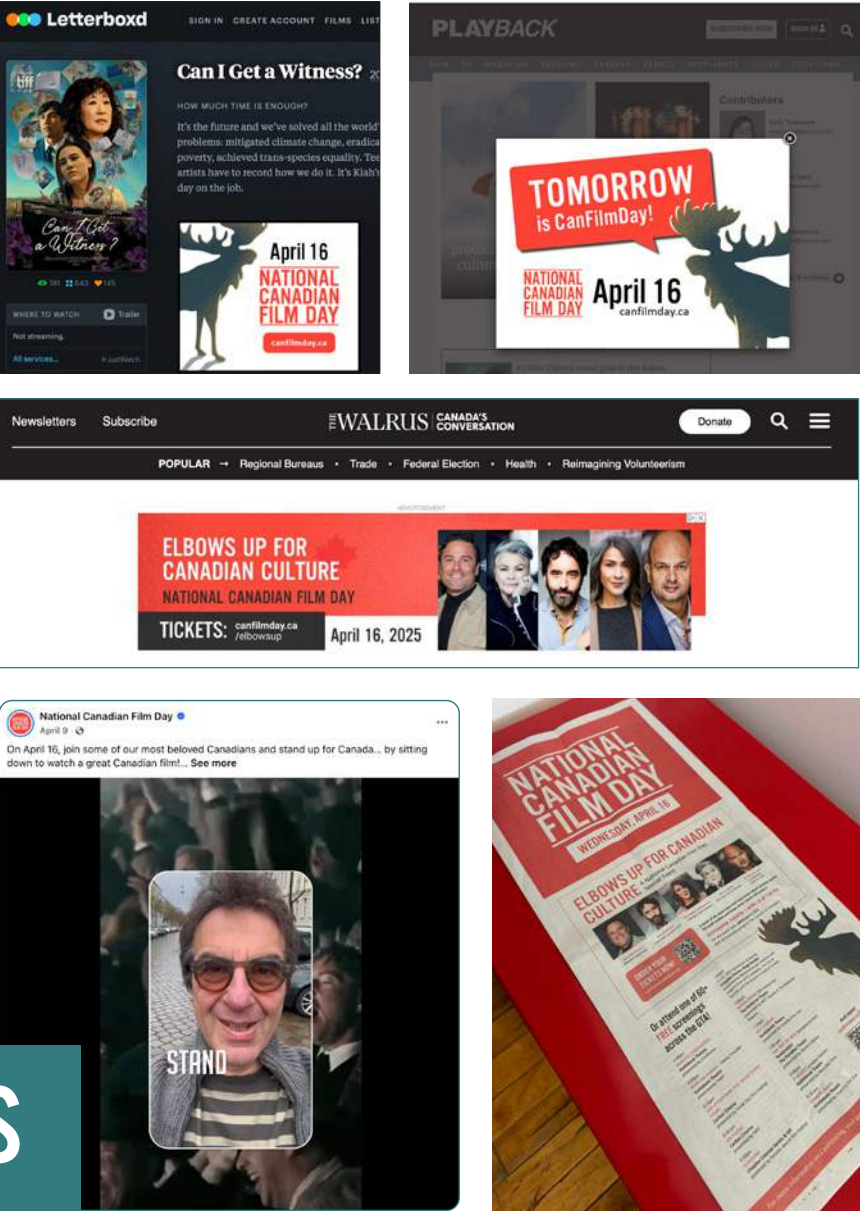
CanFilmDay’s 2025 marketing campaign launched with a month-long billboard takeover at Toronto’s Sankofa Square (formerly known as Yonge-Dundas Square) — Canada’s busiest intersection. This activation was made possible with the continued support of our partner Branded Cities.

Meanwhile, online, we encouraged Canadians to stand up for Canada by sitting down to watch a great Canadian film, with video ads garnering over **5.4 million views**.

We also ran digital ads in *Playback*, *The Walrus* and Letterboxd, which garnered over **1.1 million impressions**. As part of this campaign, we sponsored an email to 35,000 Letterboxd members in Canada with details on how to participate in CanFilmDay, achieving an impressive **44% open rate!**

We also hit newsstands nationwide, where CanFilmDay was featured in print ads in both the *Toronto Star* and *The Globe and Mail*, reaching an estimated **994,600 readers**.

5.4 MILLION VIEWS
of our online video ads



SPOTLIGHT VIDEO

Our promotional spot highlighted the importance of having Something to Believe In, our 2025 spotlight theme. Thanks to our generous broadcast partners, the PSA was broadcast across the country in French and English throughout March and April. Additionally, we boosted its online presence as part of our video advertising campaign.

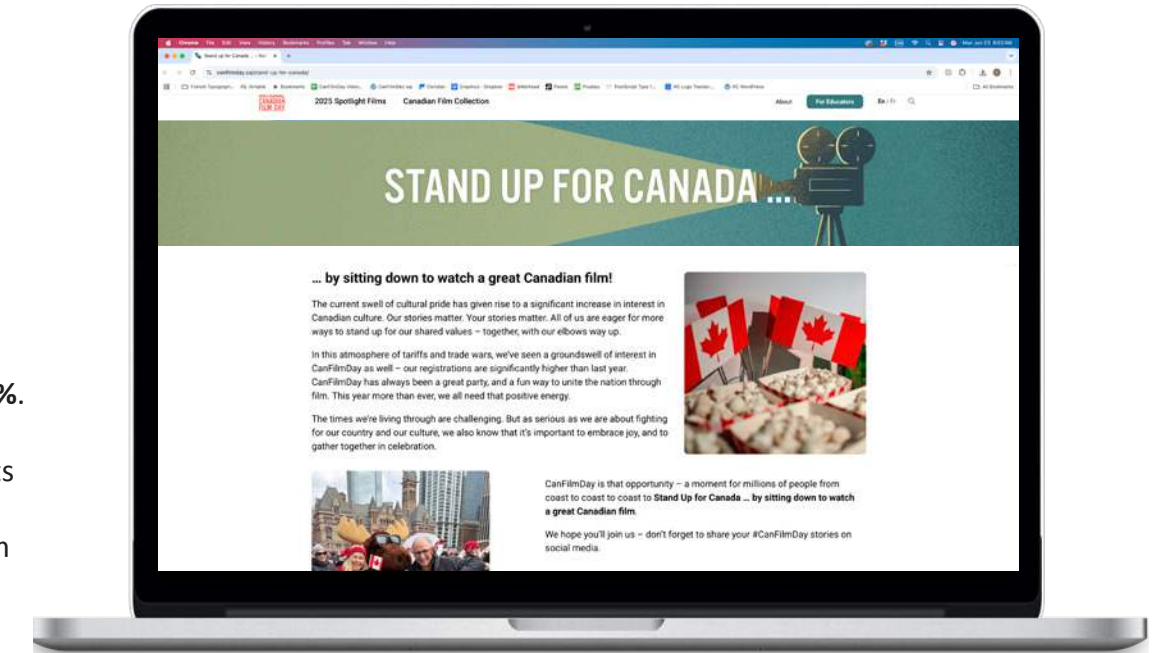
Cineplex, Landmark and NICE theatres ran the PSA in their pre-show programming, and put up our CanFilmDay poster in their theatres Canada-wide!

CLICK TO WATCH THE VIDEO



CANFILMDAY WEBSITE

Active users on canfilmday.ca increased by **417%** compared to 2024, with website usage up **186.4%**. We made improvements to the site, including making it easier for users to find details on events in their city, and streamlining partner support resources. Use of our resources was up **20%** from last year as a result.

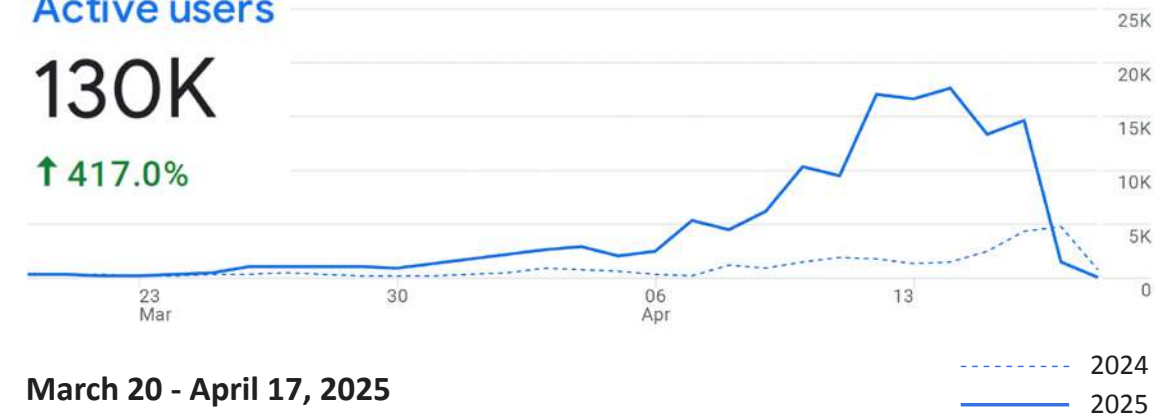


Active users

130K

↑ 417.0%

March 20 - April 17, 2025



417%
increase in active users
on canfilmday.ca

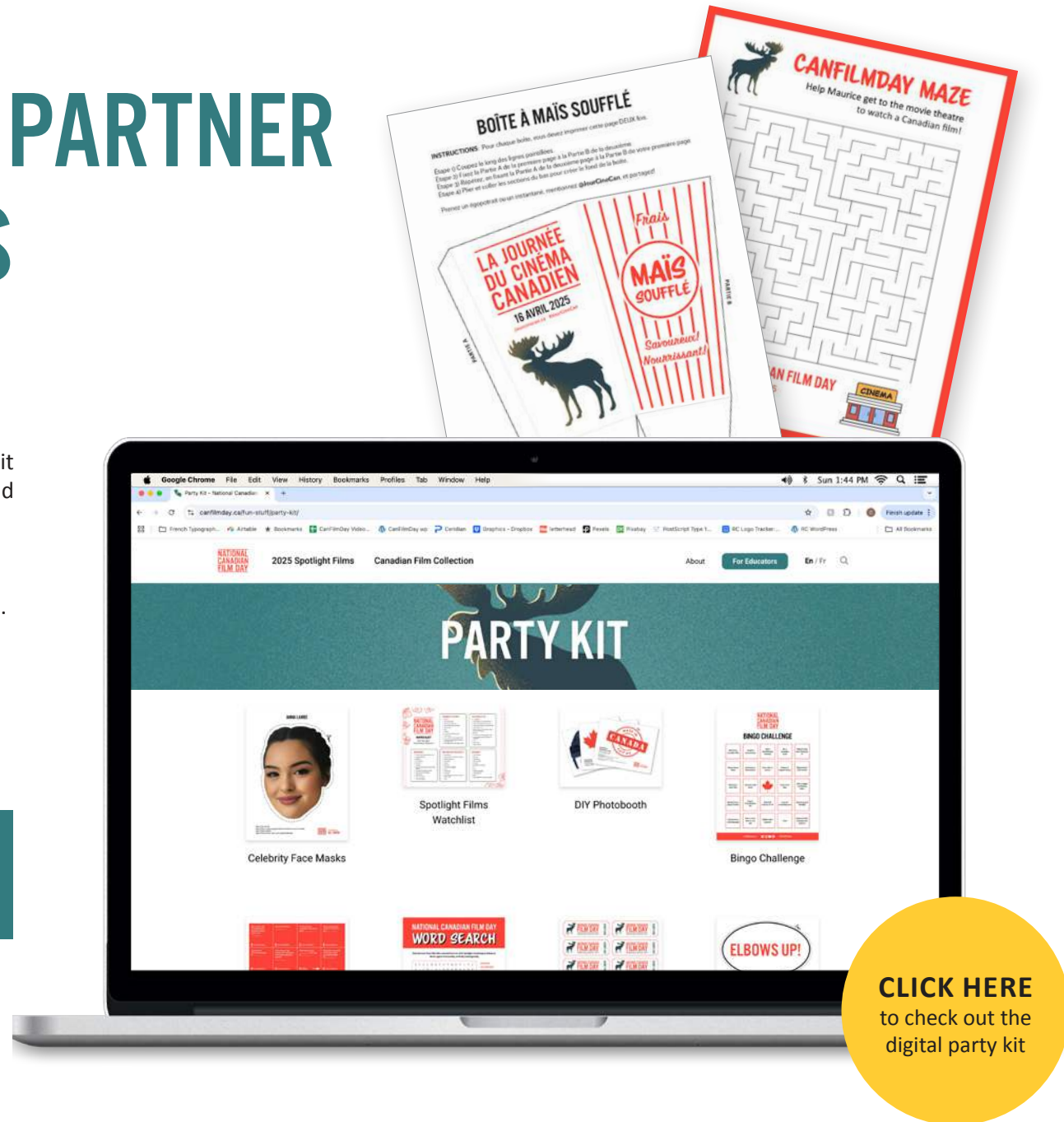
SCREENING PARTNER RESOURCES

Party Kit

Our partners always love using our party kit to make their events even more special and exciting. This year, we added several new items, and also gave a glow-up to existing materials, including new colouring book pages, CanLibs, speech bubbles, and more.

The whole kit is available in both English and French, and – new this year – we’ve translated our most popular items into Spanish as well!

2,959 party kit downloads



Digital Party Kit Items:

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

New Items for 2025:

- Bookmark
- My First CanFilmDay certificate
- Mazes
- From Eh to Zed: Your Passport to Canadian Stories
- Templates to make pins



Pilot Project

This year, we also ran a successful pilot project to sell and ship higher-value, evergreen items, including a vinyl banner, paper lanterns, Canadian flag bunting, and other goodies.



SCREENING PARTNER RESOURCES (continued)

CanFilmDay Merchandise

Both partners and filmgoers love our merchandise, and this year we went all-out, with new tote bags, notebooks, socks, toques, post-it notes, magnets, pens, colouring books, pins, screen cleaners, stickers, and t-shirts.



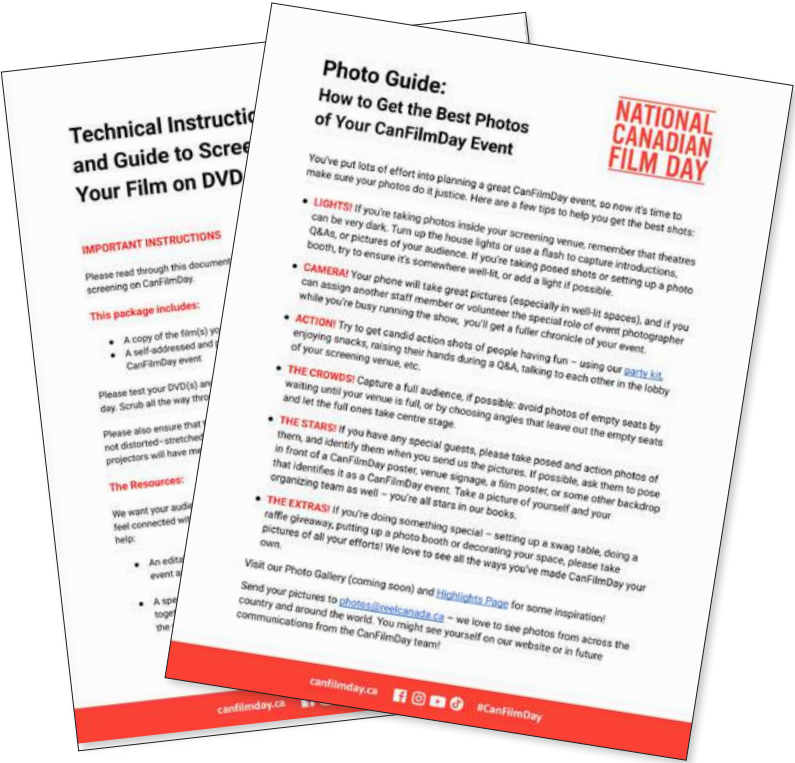
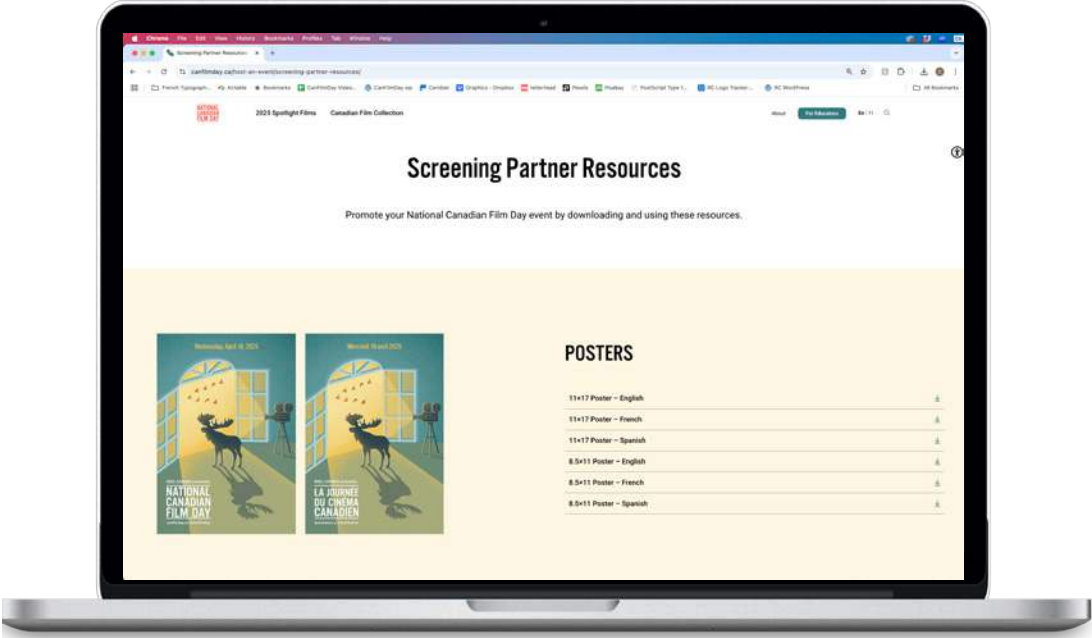
From Eh to Zed: Your Passport to Canadian Stories

We created an exciting new passport to encourage our audiences to keep standing up for Canadian culture by supporting not only Canadian film, but all kinds of Canadian arts and culture. We handed out free paper passports at our Toronto Hub, and added them to our online party kit as well, so audiences nationwide can get their stamps for enjoying Canadian plays, books, music, podcasts, and more. A digital rollout is coming later this year.

Support Resources

Always well-used, we updated our wealth of support resources for partners, including:

- Downloadable posters in English, French and Spanish, and customizable digital posters in Canva.
- Various guides for planning a screening, running the tech, leading a Q&A, and more.
- An all-new guide for taking great photos of your event.
- 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.
- More of our popular moose standees traveled around the country and found themselves in many photos!



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National Canadian Film Day Deputy Manager: Alice Lockwood
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Programming Consultant, Québec: 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)
Junior Graphic Designer: Nirujaa Vasantharajah
Junior Communications Specialist: Hamza Rasheed
Social Media: Innovate By Day
Video Production: MXL Media

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Outreach Coordinators: Ace Kazkayasi, Veronika Korchagina,
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Congratulations and thanks to the team at REEL CANADA and National Canadian Film Day and the sponsors for another year of fabulous Canadian content celebrating all things Canadian!





— Marina Gryde, Climax Community Museum, Climax, SK







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FILM FESTIVAL PARTNERS



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

SAVE THE DATE – APRIL 15, 2026

Thanks to all our partners, and to everyone who celebrated Canadian cinema on CanFilmDay 2025 and made it such a fantastic party from coast to coast to coast!

Join us on **April 15, 2026**, for the next National Canadian Film Day!

NATIONAL CANADIAN FILM DAY

PRESENTED BY REEL CANADA