

## National Canadian Film Day Returns! Digital Assets for Screening Partner Support, Apr 20, 2022

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### OVERVIEW

REEL CANADA is excited to announce the ninth annual National Canadian Film Day (NCFD), which has taken root as our largest annual celebration of Canadian culture. NCFD is about giving Canadians an opportunity to gather together (in person or virtually) and celebrate the incredible achievements of the nation's filmmakers. Every year, hundreds of screenings take place on every conceivable platform and at every conceivable venue. This year, NCFD will take place on Wed. April 20, 2022, when Canadians everywhere will be watching a great Canadian film. We're excited to return to a majority of in-person events, but we'll also have lots of online offerings.

**More information about the event, including a party kit, is available at [canfilmday.ca](http://canfilmday.ca)**

### KEY DATES

- Wed. April 20, 2022

### SOCIAL MEDIA

**Please use the hashtag #CanFilmDay in any social media posts**

Links to National Canadian Film Day social media accounts:

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

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

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

National Canadian Film Day gifs can be found [HERE](#)

Canva templates for customizable posters can be located at the following links:

11x17: <https://bit.ly/34GXIGZ>

8.5x11: <https://bit.ly/35RF4aC>

National Canadian Film Day promo on YouTube: <https://youtu.be/9ccsuzKWjS0>

### SAMPLE SOCIAL MEDIA POSTS

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

**Before April 20:**

# REEL CANADA

- Wednesday, April 20 is @canfilmday! Join us for a special event celebrating Canadian film. (Fill in the details about your event) #CanFilmDay
- Our largest celebration of Canadian culture– @canfilmday – is happening on Wednesday, April 20, and you can be a part of it! Find a free film to watch by visiting canfilmday.ca. (Fill in the details about your event) #CanFilmDay
- This year’s @canfilmday spotlight, Celebrating Indigenous Voices, presented in association with @imagineNATIVE, features films showcasing the best of what Indigenous filmmakers in Canada have to offer. Visit canfilmday.ca for more and to locate a free screening. #CanFilmDay
- Wednesday, April 20 is @canfilmday! The world’s biggest film festival involves free Canadian films all day. Join us for a special screening. (Fill in the details about your event) #CanFilmDay
- @canfilmday - our largest celebration of Canadian culture - is happening on Wednesday, April 20, and we are excited to participate! (Fill in the details about your event) #CanFilmDay
- This year, hundreds of live and virtual screenings are taking place everywhere on @canfilmday. Check it out at canfilmday.ca. #CanFilmDay

## On April 20:

- @canfilmday is here! We’re celebrating with a special screening of (Fill in the details about your event) #CanFilmDay
- Do you love Canadian film? Well it’s @canfilmday and we’re celebrating with (Fill in the details about your event) #CanFilmDay
- Think Canada is a great place to live? It’s @canfilmday so enjoy what we have to offer - watch a great Canadian film! (Fill in the details about your event) #CanFilmDay
- Join the party! Today is @canfilmday and you can join a celebration happening across the country and around the world! It’s not too late to participate, (Fill in details about your event). #CanFilmDay
- Do you love movies? How about free movies? Today is @canfilmday, so join us at our free screening of (Fill in the details about your event)! Visit canfilmday.ca for all the details. #CanFilmDay

## After April 20:

- Thanks to everyone who joined us for #CanFilmDay! (Fill in the details about your event)

## NEWSLETTER COPY

# REEL CANADA

The ninth annual National Canadian Film Day (NCFD), presented by REEL CANADA, takes place on Wednesday, April 20, 2022! Hundreds of free screenings of Canadian films will be taking place from coast to coast to coast and around the world. This year's spotlight, Celebrating Indigenous Voices, is presented in association with the [ImagineNATIVE Film and Media Arts Festival](#) and highlights Indigenous-made films spanning a broad spectrum of decades and genres. You can find more information at [canfilmday.ca](http://canfilmday.ca). (Add details about your event)