

Eyeoncanada.ca celebrates Canadian television, feature film and digital media

New website launches during the Canadian Screen Awards

TORONTO, March 1, 2015—Audiences across Canada and around the world are invited to discover and share the wealth of Canadian audiovisual talent on eyeoncanada.ca, a new bilingual Website dedicated to showcasing Canadian feature film, television, and digital media. Created by the Canada Media Fund (CMF), Telefilm Canada and the Canadian Media Production Association (CMPA), eyeoncanada.ca is a user-friendly online property that celebrates the uniqueness and diversity of Canada's thriving audiovisual industry. Designed with consumers of Canadian feature film, television and digital media, like videogames, in mind, the Website features profile pages on Canadian productions—past and present—featuring trailers, official pictures and production details, including lead cast members.

Additionally, eyeoncanada.ca provides access to dynamic social media content so users can follow and join the conversation on their favourite productions or discover new ones. The Website invites users to share and engage in

conversations through the use of the hashtag #eyeoncanada. The hashtag, introduced in 2013, is used as a reference by a growing number of supporters of Canadian content.

Updated regularly, users of the site will find new original content like interviews with cast members, producers and those involved in the creative process. The first set of original behind-the-scenes videos features nominees and winners from the 2015 edition of the Canadian Screen Awards.

As the Website continues to grow, users will soon be able to access curated editorial content from well-known Canadian bloggers/vloggers about what's the latest in the Canadian screen-based entertainment industry. A newsletter will be added to allow subscribers to be the first to know about updates to Eye on Canada.

Helping to make eyeoncanada.ca a destination for Canadian content, producers are invited to submit their television, film or digital media productions through a few easy steps in an online form found on the Website or by clicking [here](#).

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ABOUT EYE ON CANADA—*A national strategy to engage audiences on Canadian Content*

Eye on Canada was launched at the Banff World Media Festival in 2013 as part of a national strategy to promote Canadian content. It was developed to unite all initiatives surrounding the promotion of Canadian content and to resonate with various audiences at home and internationally.

ABOUT THE CMPA

The CMPA is a national non-profit organization that represents the interests of over 350 leading screen-based media companies engaged in the production and distribution of English-language television programs, feature films and



digital media content in all regions of Canada. Visit www.cmpa.ca for more information and to join.

For more information:

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