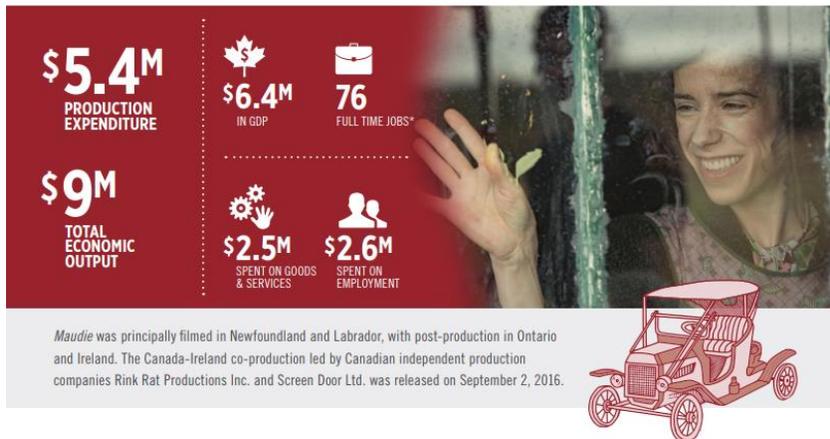


Production of feature film *Maudie* paints a picture of economic success

ECONOMIC IMPACT OF **MAUDIE**



Embraced by audiences around the world, *Maudie* is a Canadian feature film starring Sally Hawkins and Ethan Hawke that tells the story of Canadian folk artist Maud Lewis, who overcame physical challenges and abuse on her way to becoming world renowned.



OTTAWA, March 9, 2018—A new CMPA study, released in advance of the Canadian Screen Awards, illustrates the remarkable economic activity generated by the production of the feature film *Maudie*. The Canadian/Irish co-production starring Sally Hawkins and Ethan Hawke

generated \$6.4 million in GDP, drove \$9 million in total economic output, and contracted services from nearly 300 businesses across Canada. A summary of the study's findings is available [here](#).

“Combining an unforgettable story from Nova Scotia, local production talent from Newfoundland and Labrador, and world-class industry suppliers from Ontario, Nova Scotia, Quebec, and Alberta, this film truly embodies the collaborative spirit of our national production sector,” said the CMPA’s President and CEO Reynolds Mastin.

Maudie, which tells the story of Canadian folk artist Maud Lewis, was principally filmed in Newfoundland and Labrador, with post-production work completed in Ontario and Ireland. The film has been nominated for seven Canadian Screen Awards, including Best Motion Picture, Director, Screenplay, Actress and Supporting Actor. It also won a number of awards at the Irish Film and Television Awards earlier this year.

“Just like Maud Lewis and her artwork, this film reflects the rich character of the subject matter and the talent of the local community where it was created,” said Mary Sexton of the St. John’s-based Rink Rat Productions, which co-produced the film along with Screen Door and Parallel Films. “Maud’s story, and the incredible recognition it has received, really shows what is possible when we bring Canadian stories to the screen.”

Work on the film in Newfoundland and Labrador saw \$3.7 million in production expenditure, which yielded \$4.1 million in GDP and \$5.6 million in total economic output for the province. In Ontario, a production expenditure of \$1.7 million, generated \$2.3 million in GDP and resulted in \$3.4 million in total economic output.

Provincial production incentives, administered by the Newfoundland Film Development Corporation (NFLDC) and the Ontario Media Development Corporation (OMDC) helped to catalyze this economic activity; in Newfoundland each provincial tax credit dollar resulted in \$8.54 of economic output, in Ontario each tax credit dollar resulted in \$10.58 of economic output.



“In addition to the cultural impact that a film like *Maudie* makes on Canadian society, our creative industries contribute significantly to the economy, both locally and nationally, through employment- and production-related spending,” said Carolle Brabant, Executive Director of Telefilm Canada. “Our country’s cultural agencies, such as Telefilm, along with provincial support from such organizations as the Ontario Media Development Corporation and Newfoundland and Labrador Film Development Corporation, play a vital role in ensuring that this independent film production continues to be possible.”

Economic analysis for this study was carried out by MNP LLP for the CMPA with financial support from Telefilm Canada. The full study is available [here](#).

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ABOUT THE CMPA

The Canadian Media Producers Association (CMPA) is the country’s leading member-based advocacy organization for independent producers, representing hundreds of companies engaged in the development and distribution of English-language content made for television, cinema and digital media channels. The CMPA works to promote the continued success of the Canadian production sector and ensure a future for diverse content made by Canadians for both domestic and international audiences. www.cmpa.ca

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