

CMPA launches Marketing Training Program

OTTAWA, June 5, 2015—The Canadian Media Production Association (CMPA) announced today that it will once again offer its **Telefilm Canada Marketing Mentorship Program**. This program, funded by Telefilm Canada, will assist companies with the promotion of Canadian content and talent, across all platforms. The program will offer six 22-week mentorship opportunities, placing emerging and mid-level marketing professionals at active production companies. Participants will gain in-depth knowledge of the Canadian film, television and digital media sectors while focusing on the promotion of the company and its projects.

“The CMPA’s mentorship programs have been addressing skills gaps in our industry for twenty years now,” says Susanne Vaas, VP of Corporate and International Affairs, CMPA. “Creating compelling content and getting it to audiences goes hand-in-hand, and this program helps producers do just that.”

“It’s more important than ever for our industry to find new ways to engage audiences,” added Francesca Accinelli, Director of National Promotion and Communications. “The Content being produced in Canada deserves to find its audience and much of that can be found online. Content producers and

creators need opportunities to promote so fans can jump-start the public conversation about their work, and in turn shape the narrative of success around its creation. Telefilm is proud to partner with the CMPA to provide these mentorship opportunities to Canada’s next generation of promoters.”

The Telefilm Canada Marketing Mentorship Program is currently accepting applications with the deadline set for **July 17, 2015**. For application details and eligibility, visit our [website](#).

-30-

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.

ABOUT TELEFILM CANADA—*Inspired by talent. Viewed everywhere.*

Created in 1967, Telefilm is dedicated to the cultural, commercial and industrial success of Canada’s audiovisual industry. Through its various funding and promotion programs, Telefilm supports dynamic companies and creative talent here at home and around the world. Telefilm also makes recommendations regarding the certification of audiovisual treaty co-productions to the Minister of Canadian Heritage and Official Languages, and administers the programs of the Canada Media Fund and the Talent Fund, a private donation initiative. Visit telefilm.ca and follow us on [Twitter](#) and on [Facebook](#).

