



Minister of Canadian Heritage Steven Guilbeault to give opening keynote at BANFF, June 14-17, 2020

BANFF, Alberta, March 5, 2020 — The Banff World Media Festival (BANFF) is proud to announce that the Honourable Steven Guilbeault, Minister of Canadian Heritage, will kick off BANFF2020 with a keynote address on Sunday, June 14, during the Festival's opening ceremonies.

For over four decades, BANFF has been Canada's flagship event that connects the nation's creative industries with the world for productive meetings and international export opportunities. BANFF's inbound trade mission model has a proven record of success at scale, bringing the Canadian screen industry and its innovative businesses together with large numbers of global production partners and investors, resulting in the launch of significant new business ventures and new screen-based projects that are "green-lighted" at home and abroad.

"I am pleased to be taking part in my first Banff World Media Festival as Minister of Canadian Heritage," said Minister Guilbeault. "The screen-based, music, interactive and production businesses that make up the creative industries ecosystem are essential to the Canadian economy. I am eager to share my vision for the future of creative industries in Canada with delegates and global leaders at this important B2B trading floor."

Each year, the Festival attracts delegates from across Canada and around the globe who advance or close deals through extensive business-to-business interactions. Media industry leaders and creatives from up to 25 countries attend BANFF to buy programming, develop and fund projects and partner with Canadians on new ventures, resulting in the international export of Canadian media content.

"We're proud to welcome Minister Guilbeault to join us to support this country's producers, creators, content providers and media businesses," said Jenn Kuzmyk, BANFF Executive Director. "Our sector is in a position to achieve great advances globally and provide a major boost to Canada's job creation, innovation, exports and economic growth. We look forward to working with the Canadian government and all industry stakeholders at this year's Festival and beyond."

In an age of digital reach, BANFF's year-round international development, training programs and annual Festival are redefining the concept of export competitiveness for Canadians. With unparalleled opportunities for networking with potential global partners, the BANFF marketplace is designed to help Canadians translate films, television and digital content as well as associated business ventures into global success stories.

BANFF has taken on the challenge of addressing gaps in the industry, and provides direct support to Canadian creatives and businesses. The ambitious BANFF Spark Accelerator for Women in the Business of Media, a new program supported by Western Economic Diversification Canada, is designed to address the gender representation gap in business ownership roles by providing training, mentorship and access to the partnerships and capital that women need to launch or grow their own media companies. This will ultimately build the economic success of all women in the media sector and help to create competitive businesses and jobs that elevate Canada's place in the global media industry.

The 2020 Festival will also roll out the third year of the Netflix-BANFF Diversity of Voices Initiative, a program also supported by the CMF, Indigenous Screen Office and SODEC that provides Indigenous, Francophone and women professionals the opportunity to gain exposure and training. BANFF also offers additional fellowship



programs that assist emerging screenwriters, digital media professionals and children's programming creators, providing a showcase and international industry connections for young Canadian creative talent.

About BANFF

The Banff World Media Festival is one of the world's most important gatherings of entertainment industry executives and creators, dedicated to content development, production, broadcast and distribution within the screen industries. BANFF provides a platform for the evolving media industry to develop its creative and business objectives. It serves as a leading destination for co-production and co-venture partners and is an unparalleled marketplace for international decision-makers to connect with new partners, learn from industry leaders and execute new business deals. The 41st annual BANFF World Media Festival will take place June 14-17, 2020 at the Fairmont Banff Springs Hotel in Banff, Alberta, Canada.

For more information, please contact:

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