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Emerging filmmakers invited to showcase their short films on board Air Canada

MONTREAL, April 28 /CNW Telbec/ - The search is back on for Canada's newest film talent. Submissions are now being accepted for Air Canada's enRoute Film Festival, an annual showcase of short films by emerging Canadian filmmakers on board Air Canada flights. With a potential audience of almost 3 million passengers monthly, Air Canada is taking Canadian short films to new heights. In addition, in a first for Canadian airlines, Air Canada customers are able to start watching movies and enjoy other on-board entertainment from the moment they take their seats on the aircraft up to the time they disembark.

Short films will be broadcast on Air Canada's seatback entertainment system from July to December 2009. The public can watch the films inflight and online at enroutefilm.com and follow the competition in Air Canada's enRoute magazine.

"We are very proud to be supporting emerging Canadian filmmakers for a third year. Air Canada's inflight film festival provides talented young Canadians with a unique opportunity to bring their creativity to millions of viewers around the world," said Louise McKeenven, Senior Director Product Design - Marketing, at Air Canada. "Our customers now enjoy viewing original Canadian productions before and during take-off and while landing, which makes flying even more fun and reduces the chance that the flight will end before their program is over."

Awards will be handed out honouring:

- Best Short Film
- Achievement in Animation
- Achievement in Direction
- Achievement in Cinematography

Awards will be decided upon by a celebrity jury and presented at a special screening and awards gala in Toronto at the end of the year. The Best Short Film winner will be awarded a brand new Ford vehicle and all award winners will receive an all-inclusive Air Canada trip for two to a major international film festival.

The Festival is open to emerging Canadian filmmakers (currently studying in a film program, recently graduated or informally trained) anywhere in the world. For more information on eligibility, rules and regulations and an entry form visit enroutefilm.com.

"Our festival has come a long way in a very short amount of time," said Shane Smith, Festival Director. "This year we are happy to extend the competition to all emerging filmmakers formally and informally trained in film."

Entry to Air Canada's enRoute Student Film Festival is free of charge; the deadline is May 31, 2009. Applications and relevant information are available at enroutefilm.com.

enRoute, Air Canada's in-flight magazine, celebrates Canadian achievement in film, music, design and cultural innovation. The monthly magazine has received numerous awards including Best Travel Magazine at the 2007 North American Travel Journalists' Association Awards.

Montréal-based Air Canada provides scheduled and charter air transportation for passengers and cargo to more than 170 destinations on five continents. Canada's flag carrier is the 13th largest commercial airline in the world and serves 33 million customers annually. Air Canada is a founding member of Star Alliance, providing the world's most comprehensive air transportation network for Canadian domestic, transborder and international travel. Air Canada aircraft offer customers individualized seatback in-flight entertainment systems with hundreds of hours of digital audio-visual entertainment. As well, customers can collect Aeroplan miles for future awards through Canada's leading loyalty program.

In 2008, the readers of Business Traveler magazine voted Air Canada "Best In-Flight Services in North America," "Best Airline for Business Class Service in North America" and "Best North American Airline for International Travel."

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