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The Second Annual Air Canada enRoute Student Film Festival Announces Sponsors - Ford Returns as Presenting Sponsor

- Screening and Awards Gala takes place November 5th in Toronto -

MONTREAL, Oct. 1 /CNW Telbec/ - The Second Annual Air Canada enRoute Student Film Festival today announced its sponsors for its upcoming awards gala to be held November 5th in Toronto. Ford Motor company returns as this year's presenting sponsor. Other returning sponsors are Krups, Playback magazine, the Director's Guild of Canada, Metropolitan Hotels and Cineplex Entertainment. New sponsors this year include The Spoke Club, Palm Springs International Film Festival, Bullet Digital and pre-screening partners Ouat Media.

The student who wins in the Best Film category will take home a brand new 2009 Ford Focus vehicle and an Air Canada, all-inclusive roundtrip for two to the Palm Springs International Film Festival in January. The Festival was launched in 1990 by Sonny Bono and features a stellar line-up of more than 200 films from 60 countries, special events and gala receptions.

Pre-gala screenings for the Air Canada enRoute Student Film Festival are being held at the Scotiabank Theatre (Cineplex) in downtown Toronto on November 5th. The films are being chosen by the festival's jury members: Dan Aykroyd, Wendy Crewson, Colm Feore, Arsinée Khanjian and Andrea Martin, Canadian Film Directors Patricia Rozema, Rob Stewart, Yves Simoneau and Toronto International Film Festival CEO Noah Cowan. Winners will be announced the same evening at the Awards Gala hosted by The Spoke Club.

Air Canada passengers can view the selected short films on the main screen televisions and personal seatback entertainment systems. The films can also be viewed online at www.enroutefilm.com. The Festival is produced by Spafax Canada.

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. Every month enRoute profiles the student films being showcased in-flight.

Montreal-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 14th largest commercial airline in the world and serves 34 million customers annually with a fleet consisting of 335 aircraft. 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.

For further information:

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