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The search for Canada's next great filmmaker returns as Air Canada launches 2nd annual enRoute Student Film Festival

MONTREAL, April 3 /CNW Telbec/ - After a highly successful inaugural year, Air Canada is pleased to bring back the enRoute Student Film Festival, an annual showcase of Canada's newest film talent. Student filmmakers are invited to submit their work for a chance to be seen by an audience of 3 million passengers monthly.

Student films will be broadcast on a monthly rotation on Air Canada flights from July to December 2008. The public can watch the films in-flight and online at enroutefilm.com and follow the competition in Air Canada's enRoute magazine.

Awards will be handed out honouring:

Best Student Film
Achievement in Animation
Achievement in Direction
Destination Inspiration

New to 2008:

The People's Choice Award

Air Canada passengers and the general public can watch all the nominated films online at enroutefilm.com starting in July and vote for their favourite.

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 Student Film winner will be awarded a brand new Ford Focus vehicle and an Air Canada trip to a major international film festival.

"Air Canada is extremely excited to offer hundreds of emerging Canadian filmmakers the unique opportunity to premier their work in front millions of people around the world," said Charles McKee, Vice President, Marketing. "This year Air Canada customers will not only enjoy viewing original Canadian film productions, but will have their say in granting a new award category, The People's Choice Award, by voting for their favorite films online at enroutefilm.com."

Air Canada's enRoute Student Film Festival is free to enter; the deadline is May 31, 2008. Entry information and application is available at enroutefilm.com. The Festival is produced by Spafax, Air Canada's entertainment agency.

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.

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 33 million customers annually with a fleet consisting of 340 aircraft. Air Canada is a founding member of Star Alliance, providing the world's most comprehensive air transportation network.

For further information:

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