



AIR CANADA

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Air Canada showcases emerging Canadian filmmakers at free public screening and awards gala in Toronto.

MONTREAL, Oct. 19 /CNW Telbec/ - Air Canada is showcasing the best films from its enRoute Student Film Festival. Film buffs are invited to attend a free public screening at the Scotiabank Theatre in downtown Toronto Thursday, October 25, 2007 at 6:30 pm. The public will be admitted to the screenings on a first-come-first-served basis, so arriving early is recommended. The screenings will be followed by an exclusive awards gala at the Drake Hotel Friday, October 26, 2007 at 6pm. The winning filmmaker will be awarded a brand new Ford Escape Hybrid vehicle and all-inclusive passes to the Whistler Film Festival.

"Air Canada is extremely proud to support new Canadian filmmakers by bringing the best of their work to a worldwide audience onboard our flights," said Charles McKee, Air Canada's Vice President, Marketing. "I would like to thank the jury and industry partners for their participation and support. It's been extremely gratifying to help bring attention to some of Canada's best new film talent, and I invite the public to join us as we share the best of the premiere enRoute Student Film Festival, the first of its kind in Canada."

Hundreds of emerging Canadian filmmakers have entered Air Canada's enRoute Student Film Festival for a chance to premiere their work on Air Canada flights and to be seen by thousands of viewers as well as their mentors. The 2007 celebrity jury for this unique, first-time initiative in Canada is comprised of: Hussain Amarshi, Atom Egoyan, Paul Gratton, Piers Handling, Patrick Huard, Torill Kove, David La Haye, Robert Lantos, Geoff Pevere, Denise Robert and Donald Sutherland.

Winners will be announced in the December issue of enRoute, Air Canada's in-flight magazine, celebrating 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 32 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 further information:

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