



# AIR CANADA

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# Aspiring Canadian filmmakers get their big premiere in-flight this summer at Air Canada's enRoute Student Film Festival

MONTREAL, May 16 /CNW Telbec/ - Air Canada today unveiled Canada's first in-flight student film festival, that will showcase the country's emerging filmmakers to millions of viewers world wide. Selected entries in Air Canada's enRoute Student Film Festival will be broadcast on Air Canada flights this summer giving student films and filmmakers unprecedented exposure to over 2.6 million viewers per month. In addition, entrants will be eligible for numerous prizes, and winners will be selected by a celebrity panel of world renowned film industry personalities. Compilations of films will run monthly from July to October. Air Canada's enRoute Student Film Festival is free to enter; the deadline is July 31, 2007. Entry information and applications are available at [enroutemag.com/film](http://enroutemag.com/film).

"Air Canada is extremely proud to support young Canadian film talent through this country's first ever student film festival that literally brings Canada's young filmmakers to the world," said Charles McKee, Vice President, Marketing. "We are equally proud to have a jury and industry partners of such high caliber to mark the festival's premiere. Providing exposure of this magnitude in itself makes everyone a winner. Beginning this summer, Air Canada customers will be able to enjoy original film productions on the mainscreen as well as on our new personal seatback entertainment systems. There has never been a better time to put Canada's best talent forward."

The Award for Best Student film is proudly presented by Air Canada and Ford Escape Hybrid. The Festival will also recognize achievements in:

- Animation
- Direction
- Reflections of Canada - North Country Award
- Places Near and Far - Destination Inspiration Award

Top prize winners in Air Canada's enRoute Student Film Festival will be selected by a jury of world renowned Canadian film personalities:

- Hussain Amarshi - President, Mongrel Media
- Atom Egoyan - Director, Ego Film Arts
- Piers Handling - Director & CEO, Toronto International Film Festival Group
- Patrick Huard - Actor
- Torill Kove - NFB film director and this year's Oscar(TM) winner for her short animation "The Danish Poet."
- David La Haye - Actor, President U.T.A International
- Robert Lantos - Producer, Serendipity Point Films
- Geoff Pevere - Toronto Star film critic and enRoute contributor
- Denise Robert - Producer

"This Festival is a great idea. Filmmakers at the beginning of their careers need all the exposure they can get, and this is an exciting opportunity."

- Atom Egoyan, Director, Ego Film Arts

"I have always believed in our young filmmakers' talent and I am very excited to be part of a national event. This new generation of filmmakers is ultra talented, open to the world and produces movies with universal themes. We should help them get international exposure. What a great and noble initiative from Air Canada! Congratulations! And thank you!"

- David La Haye, actor and President Unyx/Tandem/Aviva International

"I love this initiative. It is bold and original and I applaud Air Canada for creating it."

- Robert Lantos, Producer, Serendipity Point Films A special screening and awards gala will be held October 25, 2007 at the Scotiabank Theatre in downtown Toronto to celebrate Canada's student filmmakers. Many exciting prizes will be awarded, including a grand prize 2008 Ford Escape Hybrid vehicle for the top film. In addition, four of enRoute's winning filmmakers will receive an all inclusive prize package for two to attend the 2007 Whistler Film Festival, taking place November 29 to December 2 in Whistler British Columbia.

Films will also be streamed online at [enroutemag.com/film](http://enroutemag.com/film) and filmmakers will be profiled in the carrier's enRoute magazine.

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 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.

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