

January 31, 2000

2000-2

Local Film and Television Industry Says 'THANK YOU TORONTO, THANK YOU ONTARIO'

Mayor Mel Lastman Proclaims January 31st 'THANK YOU TORONTO' Day

ONTARIO FILM
DEVELOPMENT CORPORATION
SOCIÉTÉ DE
DÉVELOPPEMENT DE
L'INDUSTRIE
CINÉMATOGRAPHIQUE
ONTARIENNE

Toronto, Ontario – Today at Toronto's Elgin Winter Garden Theatre a variety of community programs received a helping hand from Ontario's film, television and commercial industry in an effort to say 'Thank You.'

Each year, through the efforts of the 'Thank You Toronto/Ontario' campaign, funds are raised within the film, television and commercial production industry and donated to communities that have welcomed location crews into their neighborhoods. The annual campaign communicates the gratitude of the industry for the on-going co-operation and support shown by the public.

Recipient communities are those throughout Ontario which experienced the highest volume of on-location filming over the past year. Local governments in these communities selected the beneficiaries of the donations.

To show his support of this worthy and unique initiative, Mayor Mel Lastman has proclaimed Monday, January 31st, 'Thank You Toronto' Day.

In 1999, over **5000** street permits were issued in Toronto. In Ontario, film and television activity hit a record level contributing **\$934 million** production dollars to the provincial economy.

This year's campaign launched with a pilot program, "Saturday Morning at the Movies", held at Toronto's Paramount Theatre. On Saturday, January 29th members of the community were treated to free admission to **The Wizard of Oz** at the Paramount Theatre as of way of further communicating the 'Thank You' message. In addition to Saturday Morning at the Movies, the 'Thank You' campaign includes a public service announcement featuring a cameo by **Mayor Mel Lastman**, which will be shown on television and in local theatres. A poster campaign will be seen throughout Toronto's transit system.

Each component of this campaign helps communicate the industry's on-going appreciation to the public.

Media Contact: Christine Liber (416) 737-6373

If You Would Like To Make a Donation Contact: Mireille Watson (416) 314-6858



1999 THANK YOU TORONTO CAMPAIGN RECIPIENTS

<i>Beneficiary</i>	<i>Ward</i>	<i>Donation</i>
St. Raymond School	20	\$500.
Garrison Creek – Tree Planting	20	\$750.
Fred Hamilton Park Playground Improvements	20	\$750.
Niagara Neighborhood Assoc. Tree Planting	20	\$750.
Givins-Shaw School	20	\$750.
Ossington Old Orchard Wilderness Garden	20	\$750.
Little Italy Residents Assoc.	20	\$250.
Banda Do Sagarado Coracao De Jesus	20	\$1000.
Luso-Can Tuna	20	\$1000.
Banda La Lira Da Nossa Senhora De Fatima	20	\$1000.
Voices to Heaven Children’s Choir	20	\$500
Dovercourt Boys & Girls Club	20	\$500.
St. Anne’s Church Choir	20	\$500.
Alexandra Park Community Centre	24	\$4500.
Supporting Our Youth Project	24	\$4500.
Regent Park Community Health Centre	25	\$2250.
East Chinatown Mural	25	\$1500.
Riverdale Share Christmas	25	\$1500.
Carlaw Neighborhood Improvement Plan	25	\$1500.
Art City Toronto	25	\$2250.
The Edge Youth Centre	City of Pickering	\$4500.
Pickering Museum Village Foundation	City of Pickering	\$4500.
Summer Youth Camp	City of Hamilton	\$4500.
Inner City Ballet	City of Hamilton	\$4500.
Markhaven Foundation	Town of Markham	\$9000.

1999 THANK YOU CAMPAIGN SPONSORS

HOST SPONSORS

Alliance Atlantis Communications Inc.
ACTRA Toronto Performers
Airwaves Audio
Avion/HooDoo Films
AXIUM Entertainment Inc.
City of Toronto
The COMWEB Group: Bulloch Entertainment, Protocol Entertainment, William F. White
DGC (Ontario District Council)
deluxe Toronto
Echo Advertising
Eyes Post Group
Fireworks Entertainment Inc.
F.I.L.M. Inc.
IATSE 873
The Lab In Toronto Inc.
LTB Production/SPY Films/MAD Films
MIX 99.9FM
NABET - CEP
On Location
Panavision Canada Corporation
Panic & Bob Editing
P.S. Production Services
Toybox/Medallion PFA
Warner Bros. Canada Inc.

PRINCIPLE SPONSORS

Absolute Location Support Service
By David's Catering
Canada Square
Development Corporation
Clairmont Camera Inc.
Catalyst Entertainment
CBC Tape Archives/Library
C.O.R.E Digital
DAVE (Dome Audio Video & Effects)
David J. Woods Productions
Dufferin Gate
Epitome Pictures
Fuji Films
Hotel Intercontinental
IATSE 411
IATSE 667
Insight Productions
JJamb Prod. Inc.
Jones & Morris
Kodak Canada Inc.
Le Royal Meridien King Edward
Middleton Graphics
Mijo/Comprehensive Distribution
Ontario Film & TV Studios
Ontario Heritage Foundation/ The Elgin Wintergarden Theatre Centre
O'Reilly Deane & Powers
Pebblehut
Playback
Royal Bank of Canada

PRINCIPLE SPONSORS Continued

Sim Video
Sommerville National Leasing and Rental
Starlight Catering
Sullivan Entertainment
Sutton Place Hotel
Toronto Film Studios
Wellington Printworks

SUPPORTING SPONSORS

Amazon Productions Inc.
Cambridge Suites Hotel
Cassels Brock & Blackwell
Completion Guarantors
Dolby Laboratories
Film Locations
Four Seasons
Francont Films & Video
Conform
Goodman Phillips and Vineberg
International Image Service
Jones Brown & Assoc.
Michael Kavanagh SFX
MAR-CO Enterprises
Magnetic North
Metropolitan Hotel
Plutino Group
The Directors Film Co,
Primelite Products (Musco)
Sparks Productions
Patty's Flowers

CONTRIBUTIONS FROM PRODUCTIONS SHOT ON LOCATION

Angels in the Infield
Bless This Child
Road Rage
The Hoop Life
Ladies Man
Falcone
Loser
Urban Legend 2
Bait
X-Men

**THE PSA AND TRAILER COULD NOT HAVE BEEN PRODUCED,
BROADCAST & SCREENED WITHOUT THE FOLLOWING:**

PRODUCTION

Production Company - HooDoo Films
Advertising Agency - Echo Advertising
Producer - Jeff Cowan
DOP - Stanley Mastel
Director - Barry Avrich
Art Direction - Callum MacLaughlin
Executive Producer - Michael Rosen
Creative Director - Bob Makinson
Agency Producer - Margaret Callaghan

TALENT

His Worship Mayor Mel Lastman
Kiki & Dylan (Ford Models), Mike Richards (Fountainhead Talent), Jeff O'Neill (Sloan Talent)

CREW – IATSE Local 873

Chris Holmes Sr., Mike Harwood, Andrea Alvarez (Permitee)

THEATRE SCREENS

AAC s, AMC, Cineplex Odeon, Famous Players

TELEVISION STATIONS

CFMT TV
City TV/New VR
Global TV
HGTV
History Channel
ON TV
Life Network
Showcase

SUPPLIERS & SERVICES

Airwaves Audio
DAVE
Deluxe Toronto
Dolby Laboratories
Eyes Post
Francont Films & Video Conform
Kodak Canada
The Lab In Toronto
Mijo/Comprehensive Dist.
Ontario Film & TV Studios – Showline Ltd.
Panic & Bob Editing
Plutino Group
Shoots Catering
Starcraft
Toybox/Medallion PFA

POSTERS, BOARDS AND CARDS

Creative by Echo Advertising, Middleton Graphics, Wellington Printworks

CAMPAIGN PUBLICIST - Christine Liber

VOLUNTEER - Gillian Jackson

The Film And Television Industry in Ontario - 1999

Fast Facts

- Ontario's film and television production activity left \$934 million dollars in the province
- In 1999, the Ontario witnessed a 25.7% increase in production activity from the previous year

In 1999 Ontario hosted:

- 17 Domestic Feature Films
- 50 Domestic Television Movies, Specials, Mini-series and Docu-dramas
- 44 Domestic Television Series
- 5 Domestic Animation Projects
- 21 Foreign Feature Films
- 58 Foreign TV Movies, Specials and Mini-series
- 5 Foreign TV Series

- Ontario's film and television industry is one of the largest in North America
- A multitude of related industries benefit from filming in Ontario including: hotels, car and equipment rental companies, building, lumber and hardware suppliers, insurance companies, florists, restaurants...

**Please note that the data listed above does not include television commercial, corporate video or music video production*