



SASKATCHEWAN MEDIA PRODUCTION
INDUSTRY ASSOCIATION

MEDIA ADVISORY

April 24, 2012

“Money Card” Campaign Launched by Workers in the Saskatchewan Film and Digital Media Industry

Individuals employed by Saskatchewan’s film and digital media industry will be taking part in a “Money Card” Campaign from April 24 to May 1 in Regina and Saskatoon to raise awareness about the industry’s importance to Saskatchewan’s booming economy. Workers will distribute cards that say “I earned this money working in the film industry” to companies they conduct business with throughout the course of the week long campaign.

“We think that it is important for the business community in Saskatchewan to understand the impact the film and digital media industry has on the province’s economy and their bottom line,” says Ron Goetz, President of the Saskatchewan Media Production Industry Association (SMPIA). “Our industry generates significant economic returns for the province, and our members are proud supporters of local communities and businesses in Saskatchewan.”

The “Money Card” Campaign is part of the SMPIA’s work to raise awareness about the film and digital media industry in Saskatchewan and to gain support for a new provincial incentive program for the industry to ensure that it remains a strong and viable competitor on the world stage.

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