



SASKATCHEWAN MEDIA PRODUCTION
INDUSTRY ASSOCIATION

MEDIA ADVISORY

April 19, 2012

Saskatchewan Film and Digital Media Supporters Launch Petition Campaign in Regina and Saskatoon

Supporters of Saskatchewan's film and digital media industry will be travelling door to door this weekend in Regina and Saskatoon to collect signatures for a petition asking the provincial government to introduce a new incentive program for the industry. This new incentive program will help ensure that movie and television productions continue to take place in the province, rather than in other parts of Canada or around the world where incentive programs are still available.

"For every dollar spent on Saskatchewan's film and digital media industry, six dollars are returned to the province's economy through expenditures such as accommodations, meals, taxes, set and costume building materials, vehicle and equipment rentals, the hiring of local crews and actors, and other production costs," says Ron Goetz, President of the Saskatchewan Motion Picture Industry Association (SMPIA). "Our film and digital media industry is vital to Saskatchewan's continued growth, and we hope to work with the provincial government to establish a new incentive program that will benefit both the industry and the province for years to come."

Volunteers will be going door to door in Regina from 10:30 a.m. to 4:00 p.m. on Saturday, April 21. Volunteers will also be in Downtown Regina at the Scarth Pedestrian Mall and Cornwall Centre from 10:30 a.m. to 2:00 p.m. on Friday, April 20 and Monday, April 23 collecting signatures. In Saskatoon, the campaign will run from 10:00 a.m. to 4:00 p.m. on Saturday, April 21.

Individuals are also encouraged to sign the petition, which is available at these supporting business locations – Unreal City, Turning the Tide and Collective Coffee in Saskatoon and O'Hanlon's and the 13th Avenue Coffeehouse in Regina.

For more information contact Pat Rediger at (306) 522-9326 or email prediger@benchmarkpr.ca.