



SASKATCHEWAN MEDIA PRODUCTION
INDUSTRY ASSOCIATION

MEDIA RELEASE

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For immediate release

Social Media Campaign Celebrates Saskatchewan Film and Digital Media

The Saskatchewan Media Production Industry Association (SMPIA) is kicking its social media campaign into high gear to celebrate Saskatchewan's film and digital media industry.

Throughout the month of May, SMPIA's Facebook page, Twitter account and website will promote the successes and achievements of Saskatchewan's film and digital media productions, crews, actors, writers and filmmakers. This celebration of Saskatchewan's film and digital media industry is part of SMPIA's efforts to work with the provincial government to establish a new incentive program for the province's film and digital media industry.

"Saskatchewan needs a new incentive program," says Ron Goetz, SMPIA's President. "Our province is home to a wealth of talent, and we do not want to see that talent leaving Saskatchewan in search of work in other provinces. We want our people to stay here and continue to share their incredible stories and talents with Saskatchewan and the world."

The social media sites will also keep viewers up-to-date on all of the latest campaign information, events and activities that are designed to show support for the industry and the development of a new incentive program in Saskatchewan.

To learn more about the campaign and how you can help celebrate Saskatchewan's film, television and digital media industry, join in the discussion via Twitter at <https://twitter.com/#!/SMPIAOffice>, share our boards on Pinterest at <http://pinterest.com/smpia>, visit our Facebook page, www.facebook.com/SaskatchewanMediaProductionIndustryAssociation, or check out SMPIA's new campaign website, www.FilmTVSask.com.