

## WIFTV RECOGNIZES TELEFILM'S NEW GENDER PARITY MEASURES

For Immediate Release

**Vancouver, November 11, 2016** - Women in Film and Television Vancouver (WIFTV) is excited by Telefilm's recent press release announcing its gender parity measures for feature film financing. As one of the industry partners with whom Telefilm collaborated to prepare these measures, WIFTV recognizes them as an important first step in improving funding opportunities for women creators. Sarah Kalil, President of WIFTV's Board of Directors, states, "WIFTV is pleased to be involved in this initiative and we look forward to working closely with Telefilm and their Working Group to develop additional concrete methods and processes toward achieving this important goal. We also congratulate Telefilm on its commitment to better reflect cultural diversity and Indigenous communities in its portfolio".

WIFTV has been active in advocating for change in Canada's screen industries for a long time and especially in the past two years. In addition to having meetings with the CEO's of the NFB, Telefilm and the CMF, we have met with the Minister of Canadian Heritage, Madame Melanie Jolie, and have participated in the Vancouver consultation group on "Canadian Content in a Digital World". We also made a submission to the CRTC and will be appearing at their hearing in late November. On these occasions, and others in the future, we will continue to advocate for a more inclusive and gender neutral industry.

WIFTV, as part of its ongoing work, maintains strong alliances with women's media groups across Canada and internationally.

Women In Film & Television Vancouver (WIFTV) is an internationally affiliated not-for-profit society committed to advancing and celebrating women in screen-based media.

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