

**PRESS RELEASE**  
**For immediate release**

The Québec Film and Television Council  
launches its first membership campaign  
Aujourd'hui, je rentre au Bureau!

**Montréal September 11, 2006** - Under the slogan "Aujourd'hui, je rentre au Bureau !" , the Québec Film and Television Council (QFTC) is launching its first membership campaign, targeted at Québec's film and television industry, which runs from today until October 31, 2006.

The chairman of the campaign is François Macerola, Executive Producer of the Cirque du Soleil. In November 2004, Mr. Macerola chaired the Forum métropolitain de l'industrie cinématographique, the genesis of the QFTC.

One of the Forum's principal recommendations was the creation of a new entity devoted to promoting Québec to the international film and television industry in order to attract foreign productions. The Council brings together key industry players and is funded through a public-private partnership.

The campaign committee is composed of key leaders from every sector of our industry:

Sam Berliner, Partner, Heenan Blaike;  
Manon Bougie, Production Manager, Directors Guild of Canada member;  
Pierre Even, Producer, Cirrus Communications Inc. ;  
The Honourable Francis Fox, P.C., Q.C., Counsel, Fasken Martineau Dumoulin;  
Arnie Gelbart, President, Gala Films;  
Claudio Luca, President and Producer, Les Productions Ciné Télé Action;  
Michael Mosca, Senior Vice-President and Chief Operating Officer, Équinoxe Films;  
Michèle St-Arnaud, Locations Manager;  
Ghislain St-Pierre, General Manager, Météor Studios;  
Michel Trudel, President, Locations Michel Trudel, Mel's Cité du Cinéma.

According to François Macerola, "If the QFTC is to successfully fulfill its mandate, it is crucial that from the very start it have a strong, representative and energetic membership. This is an essential condition for the QFTC to exercise real influence and have the power to take action."

The QFTC's board of directors is working so that the organization functions as a true public-private partnership, and that this partnership be reflected in the QFTC's structure as well as its funding. "The scope of this far-reaching campaign is unprecedented. Our aim is to reach every single player in our industry", added Hans Fraikin, Film Commissioner for the QFTC.

## About the QFTC

The Québec Film and Television Council's mandate (QFTC) is to contribute to the province's development and competitiveness as a world-class film and television production centre. Working in close collaboration with the film and television regional offices, the QFTC is also highly involved in harmonizing and coordinating promotional activities and reception services, as well as in supplying the necessary support for international productions shooting in Quebec. Among its other mandates, the Council promotes the province's various strengths and assets in foreign markets so as to develop interesting new business opportunities and help give rise to major projects that benefit the industry as a whole. Moreover, the QFTC plays a key role in providing information and promoting awareness about the industry to its stakeholders and the general public at large. The Québec Film and Television Council's offices are located in the heart of Old Montreal.

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