

THE ACADEMY OF CANADIAN CINEMA AND TELEVISION PARTNERS WITH NATIONAL PUBLIC RELATIONS

Toronto, November 16, 2017 – Today, the [Academy of Canadian Cinema and Television](#) (The Academy) announced they have named [NATIONAL Public Relations](#) (NATIONAL) as their public relations agency for 2018. A national organization dedicated to the promotion and progression of Canadian excellence in all screen-based industries, The Academy will be working with NATIONAL to elevate their mandate to increase awareness of and appreciation for Canadian content and talent.

“Our goal at The Academy is to keep the arts thriving in Canada and promote our incredible talent and productions on a variety of platforms,” said Beth Janson, CEO of the Academy of Canadian Cinema and Television. “NATIONAL’s tremendous strength in thought leadership in the media space will help us guide and grow our support for our industry. Their event experience will be integral through the year for events such as Canadian Screen Week in March, 2018.”

Through the partnership NATIONAL becomes the exclusive sponsor of The Academy’s press conferences and Canadian Screen Week Press Rooms.

“The Academy of Canadian Cinema and Television is so rich with compelling and important stories to share,” says Shannon Davidson, Senior Vice President and Practice Lead, Marketing, NATIONAL Public Relations. “Through our mandate of year-long media relations and red carpet management, we look forward to continuing to build momentum for Canadian content and talent.”

ABOUT THE ACADEMY of CANADIAN CINEMA & TELEVISION | www.academy.ca |

The Academy of Canadian Cinema & Television is a national, non-profit, professional association dedicated to the promotion, recognition, and celebration of exceptional achievements in Canadian film, television, and digital media. Committed to the forward progress and diversity of Canada’s entertainment industry and unity of industry professionals across Canada, the Academy is a vital force representing all screen-based industries.

The Academy’s Canadian Screen Week celebrates excellence in media through a multi-platform, national program of events and celebrations culminating in The Canadian Screen Awards Broadcast Gala carried live on CBC, Sunday March 11, 2018 at 8 p.m. EST (9 p.m. PT/ 9:30 p.m. NT).

ABOUT NATIONAL PUBLIC RELATIONS

NATIONAL Public Relations connects clients to the people who matter most; delivering the right message, at the right time. Grounded in research, insight and deep sector understanding, we bring together teams of discipline experts from across our network to provide creative communications solutions that move people in thought and action. For over 40 years, NATIONAL has been at the centre of issues and industries that matter, leading change for today and tomorrow.

NATIONAL is Canada's leading public relations firm, servicing clients across a wide range of sectors, with offices in Vancouver, Calgary, Toronto, Ottawa, Montreal, Quebec City, Saint John, Halifax and St. John's. NATIONAL’s service offering also includes [NATIONAL Equicom](#), the industry’s foremost investor relations and financial services communications practice. NATIONAL Public Relations is an [AVENIR GLOBAL](#) company, one of the 25 most important public relations firms in the world with 17 offices across Canada, the U.S. and Europe, and part of [RES PUBLICA Consulting Group](#). NATIONAL is affiliated

internationally with public relations firm Burson-Marsteller, a WPP company. For more information about NATIONAL, please visit our [website](#) or you can follow us on [Twitter](#).

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