



NEWS RELEASE

Attention: Arts & Entertainment Editors/Assignment Desk

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THE SILVER SCREEN EMBRACES CANADA'S BLOOD, SWEAT AND TEARS **Mississauga Independent Film Festival Supports Canadian Filmmakers**

MISSISSAUGA, Ont.: Hollywood's visionary directors such as Soderbergh, Carnahan and Tarantino emerged from the world of independent film. With that mission in mind, the Mississauga Independent Film Festival provides Canadians a platform to showcase their talent among industry professionals. MIFF features over 30 indie films, including opening night's *Defendor* starring Woody Harrelson (*No Country for Old Men*, *Natural Born Killers*). This marks the event's third year; it runs July 7 to 11 at CinéStarz theatre in Mississauga.

"Our arts community continues to grow and flourish," said Hazel McCallion, mayor, City of Mississauga. "The Mississauga Independent Film Festival is a special opportunity for both residents and visitors to experience independent film at its best."

Official selections were unveiled on June 14, which include *Mind the Gap* by comedian Shaun Majumder (*24*, *Royal Canadian Air Farce*, *This Hour Has 22 Minutes*) and *The Beast of Bottomless Lake* starring David Nykl (*Stargate: Atlantis*, *Cold Squad*). Advance tickets are available through MIFF's website or during the festival at the CinéStarz box office. Over 2,500 filmgoers from the United States and Canada are expected to attend.

"As a filmmaker myself, I know the amount of blood, sweat and tears that go into these films and how tough it is to penetrate this industry's exclusive barriers," said Matt Campagna, festival founder, MIFF. "This strictly-Canadian festival breeds the next generation of talent by showcasing their compelling stories in a supportive environment, while offering a forum to jumpstart their careers."

Following last year's MIFF, distributors picked up 30 per cent of the films showcased. This year, a new category for web series was introduced to celebrate online programming. The festival also hosts workshops on the topics of film financing and professional soundtracks.

Founded by independent filmmakers, the Mississauga Independent Film Festival prides itself as being a filmmaker-friendly event that champions Canadian talent. A meeting place for the next generation of film professionals, MIFF supports eco-friendly initiatives by pioneering the Film Vert project; an endeavour aimed at producing a festival with a zero-carbon footprint. Based in Mississauga, MIFF has 10 employees and 70 volunteers. Partnerships with the City of Mississauga and CinéStarz make MIFF possible. Admission is \$8 per ticket. For more information including a detailed event schedule, visit www.MIFF.ca