



Women in Film and Television-Toronto announces 2008 Astral Media Mentorship Award and Call for Applications

(TORONTO – Wednesday, March 25, 2008) WIFT-T is pleased to announce the **2008 Astral Media Mentorship Award** and Call for Applications.

An underrepresented male or female producer of drama or children's programming will be given the invaluable opportunity to prepare for the 2008 Banff World Television Festival. The producer will have an intensive pre-festival mentorship with a senior Astral Media executive and the opportunity to pitch, network and learn at the Banff World Television Festival through a festival bursary.

"The Astral Media Mentorship Award will create an opportunity for producers to receive the essential mentoring and practical advice that is needed to bring a concept from script to screen," said Michelle Marion, Director of Original Production for Astral Media's The Movie Network and juror on the Astral Media Mentorship Award selection committee.

"The Banff World Television Festival is an important initiative for developing new projects and with the mentoring that will precede the event, coupled with coaching at the event, this program will ideally give an emerging television producer the tools and insight required to develop a polished project and deliver a market-driven pitch that will set them apart."

"We thank Astral Media for their support in nurturing under-represented producers across the country," said Sadia Zaman, Executive Director of WIFT-T. "Without their generous commitment to provide \$100,000 over the next four years, this vital program would not be possible."

The 2008 Astral Media Mentorship Award winner will receive:

- One-on-one pre-festival coaching with top industry executives in Toronto to develop a market-driven project and pitch
- Complimentary festival registration
- Round trip economy airfare from Toronto to Banff with accommodation

- On-site mentoring at the festival
- Guidance for post-festival follow-up
- Accommodation in Toronto (for those coming in from out of town)

Fully completed application packages must be submitted to WIFT-T by **Monday, April 21, 2008 at 12pm EST**. Applications will be reviewed by a selection committee of industry representatives with final decisions announced in May.

For eligibility criteria, program information and an application form, visit www.wift.com.

Women in Film and Television-Toronto (WIFT-T) is a not-for-profit professional organization founded in 1984. WIFT-T supports women in screen-based media (film, television and digital media) to build, advance and sustain their careers nationally and internationally. WIFT-T does this through hands-on high quality programming, mentoring, networking, and industry events that recognize the talents and potential of women. Our mission is to enhance the skills of our members so they can become significant decision-makers at all levels of the industry. For more information, visit www.wift.com or www.canadianfilmmaker.com.

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