

## LA TOURNÉE DU CINÉMA QUÉBÉCOIS 2016-17 SHOWCASING OUR FILMS AND FILMMAKERS ACROSS CANADA

**Montreal, June 20, 2017** – For the last 14 years, the **Tournée du cinéma québécois** has helped promote Quebec's films across Canada. The goal: to provide year-round access to Quebec-made movies for francophones and francophiles everywhere in Canada. The Tournée enhances the programs of existing festivals, brings more cultural options to francophone communities, and organizes activities in schools to promote Quebec's cinema in as many Canadian cities as possible. Québec Cinéma is also proud to announce that during the 2016-17 season more than **8,000 francophones and francophiles** participated in the Tournée's activities, including **3,055 students** through the educational outreach program.

On its 28,800 km journey for the 2016-17 season, the Tournée team presented **more than 75 films** and invited **more than 20 artists and industry professionals** to attend events and meet audiences. The Tournée added **8 new destinations** to its itinerary, making it not only a way to show our films, but an essential tool for making audiences aware of francophone culture. According to a recent survey of 1000 Tournée audience members, 97% of participants agreed that the Tournée is absolutely essential to enriching the cultural life of French-speaking communities outside Quebec.

In addition, thanks to partnerships with a dozen festivals in every region, the Tournée put Quebec's films in the spotlight in Orléans, Toronto, Winnipeg, St. John's, Halifax, Moncton, Vancouver, Victoria and Yellowknife, reaching a large audience. Québec Cinéma and the Tournée du cinéma québécois are, more than ever, succeeding in making our cinema and the people behind it shine bright across the country.

### ABOUT THE TOURNÉE DU CINÉMA QUÉBÉCOIS

Presented in collaboration with **Radio-Canada**, the **Tournée du cinéma québécois** screens Quebec-made films from coast to coast to coast, making it the **largest Canada-wide promotional activity for the province's cinema**. Through this tour, Québec Cinéma provides a high-profile showcase for artists and filmmakers, including exceptional opportunities for audiences and filmmakers to meet.

Get all the latest news from the Tournée du cinéma québécois: **#TOURNEEQCC**  
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### ESSENTIAL PARTNERSHIPS 2016-17

The Tournée du cinéma québécois is made possible by the support of Bell in the form of tangible benefits. Québec Cinéma thanks the governments of Nunavut, British Columbia, Manitoba, Nova Scotia, Newfoundland and Labrador, New Brunswick and Ontario, as well as its primary partners, Tournée co-presenter Radio-Canada and MELS, Akufen and VIA Rail. Thanks also to our public-sector and government partners, the Secrétariat aux affaires intergouvernementales canadiennes (SAIC), Telefilm Canada and the Société de développement des entreprises culturelles (SODEC). Special thanks to the Wapikoni Mobile. *The Wapikoni, Cinema on Wheels* tour is part of "Wapikoni From Coast to Coast: Reconciliation Through the Media Arts," a project under the patronage of the Canadian Commission for UNESCO and supported by the Government of Canada.

## **ABOUT QUÉBEC CINÉMA**

Québec Cinéma's mission is to promote Quebec's cinema and its artists and professionals, and to contribute to the advancement of our film industry. The organization is focused on improving access, education and awareness, including an extensive educational outreach program. Québec Cinéma produces the industry's three main showcases: the Tournée and Rendez-vous du cinéma québécois and the Gala Québec Cinéma. Through its initiatives, the organization reaches more than 1.5 million people annually in Quebec and around the world.

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### **SOURCE**

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