



For immediate release
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Creative hotspot Liberty Village plays host to second annual *i CAN Pitch* event

November 23 and 24, 2007

Toronto, Ontario – It's time to dust off that screenplay, film or reality TV show idea for the second annual *i CAN Pitch*, scheduled for November 23 and 24 at Studio City in the heart of Toronto's Liberty Village. It's a must-attend for anyone who wants to present their creative ideas directly to decision makers in Canada's film and television industry.

Organizers of this year's event teamed up with the Liberty Village BIA (Business Improvement Association) to bring it to a community increasingly known as a hotbed of creative companies — several of which work within or cater to the film and television business.

"We welcome the *i CAN Pitch* event as a natural extension of what we are doing," says Lynn Clay, executive director of the Liberty Village BIA, "to promote, support and champion the creative growth of the companies in the Liberty Village neighborhood."

The 2007 *i CAN Pitch* builds on the success of last year's conference which drew more than 300 attendees, offering once again the chance for people from all walks of life to run their ideas past a minimum of four industry execs in rapid-fire pitch sessions.

For industry professionals, the not-for-profit event offers the prospect of finding a 'diamond in the rough' and in turn helps shape the careers of Canada's talented, aspiring writers. Astral Media, The Harold Greenberg Fund, a story-driven funding organization that works closely with Canadian producers, screenwriters and directors is returning for its second year.

"We wouldn't miss it", says Lila Karim, the Fund's manager of script development and communications. "*i CAN Pitch* provides an exceptional opportunity for us to meet the next generation of storytelling talent."

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Barna Alper-Productions Inc., Emmerson Denney Personal Management, and Whizbang Productions are others in a line-up of more than 19 companies sending representatives to scout for fresh TV, documentary and feature film ideas.

The event is rounded out by workshops led by ‘those in the know’ on prepping for the pitch, networking tips, working with an agent and the legalities of signing on the dotted line. There are also plenty of opportunities to mix and mingle, including a planned networking session on the opening Friday night hosted by NOW Magazine.

Registration is \$100, which includes all activities during the conference. For those who sign up before October 26, there is a pre-show networking session for participants on Saturday, October 27.

The City of Toronto Film and Television office, Women in Film and Television (WIFT) and the Writers Guild of Canada are just a few of the sponsors of this year’s *i CAN Pitch*.

For more information or to register visit www.icanpitch.ca.

About i CAN Pitch

An annual Toronto not-for-profit event that offers writers and other ‘creative types’ the opportunity to pitch their ideas face-to-face to respected members of Canada’s film and television industry. Established in 2006, the event is planned and run by a volunteer director, advisory board and on-site team.

About the Liberty Village BIA

As the first non-retail BIA in Canada, the LVBIA represents the more than 500 businesses and 6,000 employees located in a campus-style community at King and Dufferin. For more information visit www.lvbias.com.

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