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FOR IMMEDIATE RELEASE

PEI Screenwriters' Bootcamp

Screenwriters Embrace 21st Century Technology

Charlottetown, June 24, 2011--During the PEI Screenwriters' Bootcamp held in Charlottetown recently, sixteen emerging writers spent four grueling days developing their various projects, and had the opportunity to pitch their ideas to a contingency of producers and broadcasters.

One of the highlights of this year's event came when three participants were invited to pitch their projects via Skype to the Head of Development for Whizbang Productions, owned by well known actor and producer, Paul Gross. Another high point was the participation of John Galway, President of the Harold Greenberg Fund at Astral Media home of the Movie Network and the Family Channel. Also hearing pitches on site and offering up advice and guidance to the writers were Jamie Gaetz, Investment Analyst with Telefilm Canada; CBC's Peter Hall, Executive Producer of Programming for the Atlantic Region; Cheryl and Harmony Wagner of Periscope Pictures; Mark Sandiford of Beachwalker Films; and Gretha Rose of Cellar Door Productions.

Louise Lalonde, Project Coordinator is happy to report that "These face-to-face pitch meetings are opening doors for screenwriters and producers, thanks to Jennifer Podemski, who mentored the group working on web and television series, three of the participants were able to experience the magic of videoconferencing with producers in Toronto from the comfort of the Haviland Club where the pitch meetings were taking place." She added that: "This is a brave new world and this technology has become an effective and affordable means of conducting business."

The following sixteen participants were invited by a jury of film and television representatives, among them two WIFT members, Eva Madden and Jodee Samuelson:

- Nova Scotia: Eva Madden, Chris Cuthbertson, Gillian Everill, Connie Littlefield, and Stephanie Sodero;
- New Brunswick: Jillian Acreman and Christine Leblanc;
- Prince Edward Island: Jodee Samuelson, Dennis Trainor, Robbie Moses, Laurel Smyth, Catherine O'Brien, Steven Mayoff, and Dawn Johnston;
- Newfoundland & Labrador: Julie Lewis and Mark Hoffe.

The event also included a panel made up of Jill Golick, President, of the Writers Guild of Canada, successful television writer, and most recently, creator of the award-winning tween web series, Ruby Skye, PI; Chef Michael Smith, Host and Creator of Chef at Home, Chef Abroad, and Food Country web and television series; Gretha Rose of Cellar Door Productions, Executive and Creative Producer of several television and web series, including the Chef series, and Adam Perry, Director of Food Country and independent filmmaker who shared their experiences of producing for the web and television. The discussion evolved mostly around the topic of marketing and producing screen-based entertainment, and Jill Golick also spoke briefly on the role that the Writers' Guild of Canada plays within this industry.

The principal funders, Telefilm Canada and Innovation PEI were well represented on the last day as Nancy Roberts, Program Analyst for Innovation PEI joined the group and Jamie Gaetz spoke on the mandate of Telefilm and programs available to writers and producers. Cheryl Wagner gave a rousing talk on Women in Film and Television - Atlantic and expounded the benefits of joining and supporting women working in film and television.

The organizers at the Island Media Arts Coop are already planning the series for 2012 that will see the addition of an introductory workshop for developing a treatment for a feature to the existing three workshops on writing adaptations, a first draft, and an outline for a web and television series.

Those interested in finding out more should visit the website www.peiscreenwritersbootcamp.net or www.imac.coop or contact Louise (902) 566-1353 youthinkyoucanwrite@yahoo.com.

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Complementary photo attached.



Gretha Rose of Cellar Door Productions listens as Julie Lewis from Newfoundland Labrador pitches her children's series: Sassytuna Studios.

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