

Press release: For immediate release

**The Alliance des producteurs francophones du Canada
congratulates the New Brunswick government
for its commitment to the film, television, and interactive media industry.**

Ottawa, November 29, 2011 – At Tracadie-Sheila on November 22, Minister of Wellness, Culture and Sport Trevor Holder announced a new funding application procedure for the New Brunswick film industry. This new procedure will use existing programs within the Regional Development Corporation (RDC) to support New Brunswick film, television, and new media companies.

The Alliance des producteurs francophones du Canada (APFC) congratulates the New Brunswick government for demonstrating political vision—both economically and culturally as well as in recognizing La Francophonie—by investing in the production of television, film, and multimedia content in the province. The APFC applauds Minister of Economic Development Paul Robichaud, who recognizes the capacity of the film, television, and new media industries to rapidly generate employment and contribute to the creative economy.

This outlook has translated into an initiative whose guiding principles should ensure the consolidation of the industry while taking into account the new production modes generated by the media industry. The APFC wishes to highlight the work carried out by the government and congratulates the coalition, led by Phare-Est Média President Cécile Chevrier, for developing this initiative in support of the New Brunswick production industry. This industry remains emblematic for Francophone producers, directors, and artisans working elsewhere in Canada, whether in Ontario, Alberta, Saskatchewan, or British Columbia.

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The Alliance des producteurs francophones du Canada has been dedicated to the development of the Francophone film, television, and multimedia industry in Canada for the past 12 years. It represents the large majority of the independent Francophone production companies located across the country.

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