



For immediate release
February 11, 2009

Event offers rapid-fire opportunities to pitch ideas to industry leaders

i CAN Pitch returns February 27 and 28, 2009

Toronto, Ontario...Picture speed dating for Canada's film and television industry. On February 27 and 28, close to 200 hopeful delegates are expected to descend upon Studio City in Liberty Village, Toronto to make face-time with the industry's decision makers for the third annual i CAN Pitch event.

With the clock ticking, each delegate has just five minutes during their 'date' to convince the person sitting across the table that his or her idea is 'the one'. It's an event designed not only for professional writers, but also for anyone who thinks he has an original idea for use in TV, documentary, feature film or animated features. Every participant can book a minimum of three pitches on a first-come, first-served basis.

For those who have never pitched before it can be a daunting task. Marguerite Pigott, a consultant who focuses on script awareness and market development, guides event participants through what makes a perfect pitch on the Friday night.

Pigott says, "A great pitch is clear, concise and dynamic. Your pitch should show that you've got a great concept and strong execution - and just as importantly, it should show that you know exactly who your audience is."

For industry professionals, the event offers the opportunity to uncover fresh, creative ideas from new sources and support budding and established Canadian writers.

"Like it or not - the pitch has become an integral part of the process - and this storytelling skill needs to be developed to be effective," says Peter Miskimmin, director of development at Whizbang Films. "We relish the opportunity to be exposed to emerging writers and filmmakers in this engaging forum. It all starts with an idea, concept or story and it is exhilarating indeed to be intrigued enough by a pitch to lean forward and say, 'And then what happens?'"

...more

Whizbang Films is one of nearly 20 industry professionals who will be attending the event. Toronto is a fitting location for i CAN Pitch - a 2006 Economic Study for the Film, Television, and Digital Media Sector in Ontario done by PricewaterhouseCoopers L.L.P. showed that this province has the highest concentration of production companies in Canada. Several of Canada's top production companies are represented including Don Carmody Productions (MEATBALLS, PORKY'S AND PORKY'S II), Shaftesbury Films, (LIFE WITH DEREK) Long Shot Pictures (STAR TREK VOYAGER), and Buck Productions (RICH BRIDE, POOR BRIDE).

Informative and entertaining workshops round out the event. In addition to the Honing Your Pitch workshop held Friday night, participants will learn tips of the trade such as Working With an Agent and strategic steps to take After The Pitch. There's plenty of opportunity to schmooze and exchange ideas with others throughout the two days, with a more formal networking event on Friday, sponsored by NOW Magazine.

Registration is \$110 and includes pitch sessions, the networking event and all workshops. The registration deadline is **February 23rd**. 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 managing director, executive advisory board and on-site volunteer team. It is supported by the Liberty Village BIA.

Media relations:

Joan Patch

Tel: 905-510-5218

Email: joan.patch@gmail.com