

**PLANET IN FOCUS ENVIRONMENTAL FILM FESTIVAL ANNOUNCES
2015 INDUSTRY DAY SCHEDULE**

FOR IMMEDIATE RELEASE:

TORONTO – Thursday, Oct. 8, 2015 **PLANET IN FOCUS (PIF)** is Canada's largest and longest running environmental film festival and proudly offers access to both eco and filmmaking communities with a remarkably diverse array of content and special guests. **INDUSTRY DAY** will be held on **Friday, October 23, 2015** at Toronto's Centre for Social Innovation (Annex), 720 Bathurst Street. The day is devoted to providing creative and business content for filmmakers and opportunities to network with distinguished industry professionals.

MASTER CLASS: This year the Master Class session provides a unique opportunity to learn from 3 Masters! **Michael & Kevin McMahon** and **Kristina Mclaughlin** share the experience of their long and celebrated careers and their collaborations in making successful film and television. From their early breakout documentary *The Falls* to the most recent groundbreaking TV miniseries *The Polar Sea 360*, this Primitive Entertainment team continues to show a commitment to exploring the natural world through environmentally themed productions.

MEASURING IMPACT PANEL: Moderated by filmmaker and PhD candidate **Mark Terry**, this panel will feature such documentary filmmakers and activists as **Liz Marshall** (*The Ghost in the Machine*), **Svetla Turnin** (*Cinema Politica*) and **Katie Mckenna**, Impact Producer (*This Changes Everything*) who will examine the various tools and results related to measuring the impact documentary films have on influencing public opinion, swaying stakeholders and creating policy both domestically and internationally.

The coveted **GREEN PITCH** returns to see selected filmmakers vying for a top prize worth \$10,000 in cash and services to produce an environmental film. **Sponsored by Fearless Films, SIM Digital, The Source Shop, Precision Transfer Technologies, PS Production Services, Vistek and Trinity Square Video.** Deadline for submission is October 16th, 2015 (<http://planetinfoocus.org/green-pitch-award/>)
Interested participants contact Mark Terry (mark@planetinfoocus.org)

ONE-ON-ONE NETWORKING offers selected Industry Day Delegates the opportunity to have one-on-one meetings with industry decision-makers such as: **Heather Williamson**, Discovery Channel Canada; **Jane Jankovic**, TVO; **Dan Lyon**, Telefilm Canada; **Stephanie McArthur**, HotDOCS; **Chris Dunn**, OMDC; **David Oppenheim**, NFB; **Nataline Rodrigues**, Rogers Media; **Michael McMahon**, Primitive Entertainment

It will be followed by the **FINANCING PANEL** which will present these key players in a discussion of the latest approaches to finance & distribute your environmental film.

About Planet in Focus Foundation

The **Planet in Focus Foundation** is a non-for-profit, and member driven, charitable organization whose mission is to promote environmental education by raising awareness of critical environmental issues through a variety of media-based initiatives including; the Planet in Focus Environmental Film Festival, the Green School Tours, cross-Canada *Earth Day Screenings* and the UN World Environment Day Student Film Festival. The screening series *Salon Vert* showcases the best environmental films from Canada and around the world.

For ticket information visit: planetinfocus.org

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For full media kits please visit: <http://planetinfocus.org>

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