



August 22, 2007

BACKGROUND

SPONSOR AND SUPPORTER ACTIVITY DURING TIFF

The Toronto International Film Festival is thankful to all its sponsors and supporters that help make the Festival a success every year. Below are some highlights as to how the public and industry are serviced by our corporate and government supporters.

BELL CANADA

As the Lead Sponsor of the Toronto International Film Festival (TIFF), Bell offers you exclusive access to the Festival wherever you are, whenever you want. From September 6 to 16, Bell ExpressVu customers can access TIFF coverage and news on FreeVu!™ channel 835 for High Definition (HD) and channel 307 for standard digital, Bell Mobility customers can view exclusive Festival news and movie trailers on their mobile phones, and TIFF enthusiasts can visit www.bell.ca/festivalaccess to access Festival content throughout the event. Festival buffs will also get a chance to win the "Bell Star Treatment" by visiting Bell World store locations at the Eaton Centre, College Park or the Yonge and Eglinton Centre. Daily winners receive exclusive access to the Festival, a pair of tickets for a Gala screening at Roy Thomson Hall and a VIP spot on the red carpet.

CADILLAC

Cadillac - the Official Vehicle of the Toronto International Film Festival - has also agreed to sponsor this year's 2007 People's Choice Award. The winner of the Cadillac People's Choice Award will receive a custom award designed by Cadillac and a \$15,000 cash prize - as voted by the public. Our team of volunteers and staff will be on hand to provide ballots at all Festival theatres.

WESTJET

TIFF welcomes WestJet as the preferred North American Airline of the Toronto International Film Festival. Visit the Plan Your Stay section of the tiff07.ca website to book a flight and a portion of the ticket sales goes back to TIFFG. WestJet also presents the WestJet TIFF Box Office at Roy Thomson Hall.

CITY TV

Thank you to Citytv official tv media of TIFF. Watch Citytv for the best festival coverage and to win tickets!

CITY OF TORONTO

The Festival thanks the City of Toronto for helping facilitate the coordination of the world's largest public film festival.

The Festival is a presentation of **The Toronto International Film Festival Group** (TIFFG), a charitable, not-for-profit, cultural organization whose mission is to transform the way people see the world. Its vision is to lead the world in creative and cultural discovery through the moving image.

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For further information, contact the Communications Department at 416-934-3200 or by email at proffice@tiffg.ca.

Lead Sponsor



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