



**PRESS RELEASE**  
***For immediate release***

**QUEBECOR FUND ANNOUNCES LIST OF FUNDED PRODUCERS AND DISTRIBUTORS  
UNDER ITS NEW EVENT AND FILM PRODUCTION ASSISTANCE PROGRAM (EFPAP)**

**Montréal, January 25, 2011** - The Quebecor Fund Board of Directors is pleased to announce the names of the eight production companies and three distributors that will receive first-round funding under the new Event and Film Production Assistance Program (EFPAP), following January 7, 2011 submissions. A combined total of \$916,000 will be distributed to the successful applicants: the television event producer Productions Select TV Inc., the feature film producers Cité Amérique Inc., Lyla Films Inc., Cinémaginaire inc., Item 7 Inc., Lusio Films inc., ACPAV Inc., and Max Films inc., and the distributors Alliance Vivafilm Inc., Remstar Films Inc. and Les Films Séville Inc.

Quebecor Fund seeks to capture synergies with all industry stakeholders in order to:

- support the production of Canadian French-language feature films;
- support multiplatform exploitation of feature films and, in particular, foster integrated marketing strategies with an interactive component, starting from the development stage;
- enable the creative and production teams to produce a work as close as possible to their original creative vision;
- support the production of events with Canadian content;
- support the production of events with integrated promotion and distribution on multiple platforms, including TV on demand;
- help producers realize a return on investment in order to increase the Fund's impact.

Quebecor Fund, a major source of financing for the production of Canadian television content, is an independent fund with a mission to support television and film production projects as well as interactive multimedia content related to those projects using new information and communication technologies, particularly on platforms such as high-speed Internet, interactive television (ITV), video on demand (VoD), and/or various fixed and mobile devices.

Quebecor Fund was established through Videotron Ltd., which provides over \$6.8 million annually in broadcasting distribution undertaking (BDU) contributions to the Canadian industry.

**RECIPIENTS:**

**EVENT PRODUCTION:**

**Le Retour de nos Idoles**

- Television producer: **Productions Select TV Inc.** - Event producer: **Musicor Spectacles**

*Le Retour de nos Idoles* is a high-profile event emceed by Michel Drucker and Michel Jasmin, featuring 16 singing stars from the 1960s, 1970s and 1980s.

## FILM PRODUCTIONS:

### Ésimésac

- Producer: **Cité Amérique inc.** - Distributor: **Alliance Vivafilm Inc.**

In the small-town world of storyteller Fred Pellerin, *Ésimésac* tells the tale of a man who organizes a community gardening project in the village of St-Élie-de-Caxton. But the coming of the railway threatens to upset all his plans.

### BO\$\$É inc.

- Producer: **Lyla Films Inc.** - Distributor: **Alliance Vivafilm Inc.**

Bernard Bossé is one of the most powerful and influential businessmen in Québec. His name is linked to every big deal and major scandal. A not-always-flattering but invariably entertaining depiction of the world of money and corruption.

### Le Projet Omertà

- Producer: **Cinémaginaire inc.** - Distributor: **Alliance Vivafilm Inc.**

The popular TV series *Omertà* comes to the big screen. Pierre Gauthier is back in *Le Projet Omertà*, a movie about double agents, detectives and criminals in which nobody plays by the rules.

### Café de Flore

- Producer: **Item 7 Inc.** - Distributor: **Alliance Vivafilm Inc.**

*Café de Flore* tells the interlocking tales of a single mother in Paris, a Montréal DJ and the women in his life. Their paths are linked by love in all its disturbing, fumbling imperfection. From the writer and director of *C.R.A.Z.Y.*, Jean-Marc Vallée.

### Le Torrent

- Producer: **Lusio Films inc.** - Distributor: **Remstar Films Inc.**

*Le Torrent*, written and directed by Simon Lavoie, is based on a short story by Anne Hébert. In 1922, on an isolated farm in Québec, an unwed mother struggles to raise her son. To atone for her sin, she pushes him into the priesthood.

### Tout ce que tu possèdes

- Producer: **ACPAV Inc.** - Distributor: **Les Films Séville Inc.**

A man renounces a large inheritance because the property was acquired by illicit means. Then he is reunited with the teenage daughter whose mother he abandoned while she was pregnant. Written and directed by Bernard Émond.

### Liverpool

- Producer: **Max Films inc.** - Distributor: **Remstar Films Inc.**

*Liverpool* is a romantic comedy written and directed by Manon Briand. A coat check girl in a bar tries to return a coat to its owner and gets more excitement than she bargained for. A secret admirer from the bar risks his life to save her.

### Quebecor Fund

Quebecor Fund, a non-profit organization, is a private fund incorporated as a company without capital stock under Part 2 of the Canada Corporations Act. The Board of Directors is responsible for all decisions pertaining to the Fund, including its direction, and is entirely and exclusively responsible for its funding decisions. The next deadline for applications for funding under the Event and Film Production Assistance Program (EFPAP) is June 3, 2011. The date of the next round of funding under the Main Television Production Assistance Program (MPAP) is April 1, 2011. For more information, see the guidelines on the Quebecor Fund website at [www.fondsquebecor.ca](http://www.fondsquebecor.ca).

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