



For Immediate Release

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TELUS Fund advances more than \$2 million to Canadian production companies

14 organizations will use funding to create engaging multimedia content that inspires healthy living

Vancouver, B.C. – Fourteen production companies from B.C., Alberta, Ontario, Quebec and Nova Scotia have been awarded more than \$2 million in total funding to create health and wellness content. Seven Canadian production companies have received the green light to produce a variety of content, including television series, shorts, websites, games and mobile applications. Seven more finalists were awarded development financing to advance their content ideas focused on reshaping how Canadians view their health and healthcare in Canada.

“At the TELUS Fund, our definition of health encompasses physical, mental and emotional well-being,” says TELUS Fund’s Chair, Nini Baird. “We’re confident the selected projects will bring important and relevant stories to life that engage and entertain viewers while helping to educate them on how to prevent illness and improve health outcomes.”

With support from the TELUS Fund, funding recipients will develop content tailored to a variety of audiences and mediums. Below are some the programs:

- **Food Detectives (Westmount Road Inc.)** – a young food detective takes young viewers on a culinary adventure to answer that age-old question: “where does our food come from?”
- **Kids on the Skids (DKW Media Inc.)** – a youth-targeted television series featuring psychologist Michael Weiss and his team of Teen Agents perform dramatic interventions at school and at home to save troubled teens before it's too late.
- **Fearless (Ruby Tree Films Inc.)** – a television series that shakes the foundation of society’s traditional beliefs about aging.
- **Mind, Body, Soul (Film One Media Inc.)** – an interactive health and fitness series using innovative wearable technology to connect the host with the audience in an exciting, participatory way.

“Many content creators often require additional capital, resources and access to experts to take their projects from concept to completion,” says TELUS Fund’s Executive Director, Elizabeth Friesen. “TELUS Fund is providing these production companies with the resources they need to explore cutting edge advances and collaborate with experts in areas such as injury prevention and stress-related disorders, enabling them to turn their ideas into thought-provoking health programming for Canadians.”

The next application opening is September 22, 2014. TELUS Fund program guidelines and application forms are available at www.telusfund.ca.



About TELUS Fund

Launched in 2013, the TELUS Fund finances the creation of exceptional health and wellness TV programming and digital media that promote the health and well-being of Canadians. The TELUS Fund is an independently governed, not-for-profit corporation funded by TELUS. Each year, TELUS Fund aims to support 10 to 20 winning submissions with approximately \$250,000 per project. Successful projects will be available via television, Internet and mobile platforms.

The TELUS Fund is made possible through the overwhelming success of Optik TV, now reaching more than 842,000 TELUS TV customers.

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