



For Immediate Release

December 7, 2015

TELUS Fund commits \$1.4 million to Canadian Production Companies

Seven More Multimedia Programs Funded to Inspire Healthy Living

Vancouver, B.C. – The TELUS Fund has selected seven production companies from B.C., Ontario and Quebec to receive in excess of \$1,4 million toward effecting positive change in the health and well-being of Canadians.

Since its inception in 2013, The TELUS Fund has committed over \$9,0 million in funding to over 40 exceptional TV programs, shorts, websites, applications and media campaigns that entertain, engage and enlighten Canadian health choices. The story-driven content is available for audiences to interact with on their televisions, smartphones, tablets and laptops, at home and on the move.

"Through the TELUS Fund we are able to showcase quality programming that changes lives and improves health outcomes while also helping Canadian producers with important funding," says TELUS Fund's Chair, Nini Baird. "These funded programs combine storytelling with social and technological innovation to stimulate conversations that will shift our nation's focus from the remediation to the prevention of disease."

TELUS Fund has selected the following projects:

- **Locker Room Doctor (Reframe Health Films Inc.)** - A medical doctor and right wing grinder who talks about health and hockey.
- **The Divided Brain: How It Creates Our World (Matter of Fact Media Inc.)** - How a breakthrough discovery about the left and right brain hemispheres can help people make decisions leading to more productive lives, and how this knowledge can help our society deal more effectively with complex social problems.
- **Girls Night Out (White Pine Pictures)** - An innovative cross-platform campaign empowering young women to reclaim their health, make smarter choices, and combat the pressure of binge-drinking culture.
- **Four Fridges (Fathom Film Group)** - Explores the nutritional facts and myths of 'Superfoods' and witnesses how the global Superfood industry affects food security and health for five families around the world.
- **Reproductive Tourism and the Surrogacy Boom (Soapbox Productions Inc.)** - Surrogacy is booming, but what is the impact on our ethics, our laws, and the medical system in Canada? Most of all, how does this impact couples desperate to have a child?
- **Silicon Food (Productions Nova Média)** - What do we eat tomorrow? A playful, educational, and informative program that helps Canadians make food choices that consider their health, well-being and the environment. Online component documents the issues, but also offers off the beaten track solutions.
- **Ollie: The Boy Who Became What He Ate (Radical Sheep Productions Inc.)** - A multi-faceted healthy eating movement. Ollie, our hero and suspicious eater, turns into the healthy food he eats gaining food-fueled superpowers.

The next application opening is February 2016. TELUS Fund program guidelines and application forms are available at www.telusfund.ca.



About The TELUS Fund

Launched in 2013, The TELUS Fund finances the creation of exceptional health and wellness TV programs and digital media works 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, The 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 945,000 TELUS TV customers.

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