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**NEWS RELEASE**

## PRESENTING BELL LIGHTBOX: TORONTO INTERNATIONAL FILM FESTIVAL GROUP AND BELL ANNOUNCE NEW NAME AND LOGO

Toronto – The Toronto International Film Festival Group (TIFFG) and Bell today announced the new name and logo of the TIFFG's home and headquarters: **Bell Lightbox**.

The **Bell Lightbox** name acknowledges TIFFG's special relationship with Bell and underlines the Group's dedication to advancing the art form of the moving image. TIFFG has adopted a simple, effective and direct logo for their new headquarters, highlighting the dynamic and powerful energy contained within every theatre, monitor and new media that displays the moving image. To view the name and logo, please visit [belllightbox.ca](http://belllightbox.ca).

"It's with great pride that we announce the new Bell Lightbox name and logo for our home and headquarters at King and John Streets," said Piers Handling, Director and CEO of TIFFG. "This is another milestone in achieving Toronto International Film Festival Group's goal – to be the landmark destination for the moving image. Thanks to Bell, TIFFG's headquarters will feature the latest video and other communications technologies, providing the richest possible experiences to artists and visitors."

"Bell Lightbox evokes the power of film to captivate us and to illuminate our ideas, not only for Torontonians and all Canadians, but for people from around the world," said Michael Sabia, President and Chief Executive Officer of BCE and Chief Executive Officer of Bell Canada. "The new building will have the most advanced technology that Bell can offer to create the richest possible experience and ensure Bell Lightbox is a vibrant destination for artists from across Canada and from around the world."

An open and inviting design by Kuwabara Payne McKenna Blumberg (KPMB), **Bell Lightbox** will be a welcoming platform to the public, Canadian and international filmmakers and industry professionals. In celebration of the recent groundbreaking, renowned KPMB lead architect Bruce Kuwabara will offer a visual presentation and intimate opportunity to discuss the ideas and design process behind Bell Lightbox at 5:00pm on Thursday, September 13 at the Cumberland Cinema.

Chris Marker's masterpiece *LA JETÉE* (1964) will be screened following Kuwabara's presentation and discussion. This innovative narrative uses a series of black and white still images to tell the story of a man in a dystopian future who is selected to travel back and forth in time in the hopes of saving the dying planet. This highly influential work introduced a new model for telling stories through film, and complements Kuwabara's presentation of a new approach to designing a space that celebrates the wonder of the moving image.

TIFFG's capital project to build **Bell Lightbox** is generously supported by founding sponsor Bell, the Government of Canada and the Government of Ontario who have each contributed \$25 million, and a number of other individuals and corporations including but not limited to CIBC, The Copyright Collective of Canada, NBC Universal Canada, VISA, Allan Slaight and family, Brian Linehan Charitable Foundation, the TIFFG Board of Directors and Facility Committee, and our staff. **Bell Lightbox** is made possible through a co-development relationship between the Toronto International Film Festival Group, and the King and John Festival Corporation (KJFC), comprising The Daniels Corporation, filmmaker Ivan Reitman and his sisters Agi Mandel and Susan Michaels.

**About TIFFG**

The Toronto International Film Festival Group (TIFFG) is 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.

The Group embodies a passion for film and a commitment to making a difference in people's lives. With an annual budget of \$18 million, the Group has grown exponentially from its roots as a modest 'Festival of Festivals', expanding its breadth across the globe and reaching audiences of 900,000 per year. Currently, the Group employs more than 130 full-time staff, 500 part-time and seasonal staff, and counts upon the largesse of 1,700 volunteers year-round.

**About Bell**

Bell is Canada's largest communications company, providing consumers with solutions to all their communications needs, including telephone services, wireless communications, high-speed Internet, digital television and voice over IP. Bell also offers integrated information and communications technology (ICT) services to businesses and governments, and is the Virtual Chief Information Officer (VCIO) to small and medium businesses (SMBs). Bell is proud to be a Premier National Partner and the exclusive Communications Partner to the Vancouver 2010 Olympic and Paralympic Winter Games. Bell is wholly owned by BCE Inc. For information on Bell's products and services, please visit [www.bell.ca](http://www.bell.ca). For corporate information on BCE, please visit [www.bce.ca](http://www.bce.ca).

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For further information, please contact: Andréa Grau Clunie, Director of Communications, Toronto International Film Festival Group at 416-934-3200 or [proffice@tiffg.ca](mailto:proffice@tiffg.ca)

Pierre Leclerc, Bell Media Relations,  
(514) 391-2007 / 1-877-391-2007 / [pierre.leclerc@bell.ca](mailto:pierre.leclerc@bell.ca)