



MEDIA RELEASE

For Immediate Release

SASKFILM ANNOUNCES THREE SUCCESSFUL APPLICATIONS TO THE SASKTEL NEW MEDIA FUND

April 28, 2004 (Regina, Saskatchewan)– The Saskatchewan Film and Video Development Corporation (SaskFilm) is pleased to announce that three Saskatchewan-based new media applications submitted to the SaskTel New Media Fund were selected by an independent jury. A total of eight applications were made to the Fund requesting a total of \$180,247.00.

“We are delighted to continue to help build the new media industry in Saskatchewan,” said Valerie Creighton, SaskFilm C.E.O and Film Commissioner. “These applications made a strong impression with the jury and provide an opportunity for Saskatchewan-based new media companies to produce three very distinct online projects.”

The successful applicants are as follows:

- **Ms. Periwinkle's Fun Files** - Saskatoon-based Cheshire Smile Animation was awarded \$25,000.00 to produce the Flash animated television program and web site where Ms. Periwinkle interacts with six to ten year olds to unlock their creative potential in science.
- **Renegadepress.com Online II** –Regina-based Renegade Online Inc, a co-production of Minds Eye Interactive and Vérité Films, was awarded \$25,000.00 to produce a second season of the youth-driven online extension of the television series where teens discuss news and issues pertinent to their culture.
- **100 Saskatchewan Stories** - Regina-based Dacian Productions was awarded \$10,247.00 to produce an online companion web site in conjunction with the television series *100 Saskatchewan Stories*, which has recently completed development. The web site will provide a forum where viewers can explore more information on each story presented in the television series.

The SaskTel New Media Fund in partnership with SaskFilm has been established to foster the development of the new media industry in Saskatchewan through the provision of equity investment and development loans in Saskatchewan based new media production.

SaskFilm and Video Development Corporation enables the film, television and interactive industry in Saskatchewan to continually enhance the quality, quantity and marketability of its products and resources. SaskFilm was established to stimulate and foster the development of an indigenous film, video and new media industry through the administration of the provincial Tax Credit Program; managing the new Canada/Saskatchewan Production Studios; and by providing financial assistance to qualified production companies for purposes of developing, producing and distributing film, video and new media products. Visit www.saskfilm.com.

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