



For immediate release
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Hot Docs comes to Lunenburg Doc Fest

Lunenburg, Nova Scotia — Local filmmakers get global market exposure at Lunenburg Documentary Film Festival.

“This year we are thrilled to bring one of the world’s key experts in film financing to meet with local filmmakers.” said Pamela Segger, Festival Executive Director. “We are pleased to welcome Elizabeth Radshaw. Elizabeth oversees the Hot Docs Forum, North America’s most effective international documentary marketplace.” Hot Docs Forum is a pitching event which brings together the world’s top broadcasters, funders and filmmakers.

Throughout the Lunenburg Doc Fest Radshaw will connect with filmmakers through special programming. This includes:

- Hot Docs Doc Ignite: Marketing and Direct Distribution Session;
- Hot Docs Round-Tables, forty-five minute sessions for six filmmaker companies;
- one-on-one meetings.

Hot Docs Doc Ignite: Marketing and Direct Distribution Session takes place Friday, September 23, location to be announced. The two-hour session will focus on:

- How filmmakers can bring their documentaries to audiences and the marketplace;
- Positioning films for the marketplace;
- Key exercises to market films and engage audiences; and,
- Data, metrics and how to use it to increase your audience reach and film sales.

The Doc Ignite and one-on-one sessions are free and available on a first-come, first-serve to filmmakers who pre-register. Hot Docs Round-Tables require filmmakers to apply. To register or apply go to the Industry tab www.lunenburgdocfest.com.

The public will also be treated to a free talk on Saturday, September 24 entitled, “When Did Docs Get So HOT?” Radshaw’s thirty-minute presentation will explore the power and popularity of documentaries today.

Passes for the third annual Lunenburg Doc Fest are on sale now. For more information or to buy a festival pass go to <http://www.lunenburgdocfest.com/>.

- 30 -

Lunenburg Doc Fest is a charitable, not-for-profit organization showcasing documentary films that entertain, educate, and inspire, creating a cultural experience and place of connection between filmmakers and film enthusiasts in the UNESCO World Heritage site of Lunenburg, Nova Scotia. The festival is presented with the support of the Nova Scotia Department of Communities, Culture and Heritage; the Town of Lunenburg; and Canadian Heritage.

Hot Docs is a charitable, not-for-profit organization committed to advancing the art of documentary and supporting opportunities for independent filmmakers. HOT DOCS CANADIAN INTERNATIONAL DOCUMENTARY FESTIVAL 110 Spadina Avenue, Suite 333, Toronto On Canada M5V 2K4 416.203.2155 WWW.HOTDOCS.CA

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