



BANFF TELEVISION FOUNDATION
FONDATION DE TÉLÉVISION DE BANFF

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Banff Television Foundation Launches World Congress of Arts Producers and Performance

(London, England, March 20, 2003) Today, at Canada House, Pat Ferns, president and CEO of the Banff Television Foundation announced the launch of the **World Congress of Arts Producers and Performance**. This first annual forum will take place at the National Arts Centre in Ottawa, November 5 to 8, 2003. **ARTS & Performance 2004** is scheduled for Vienna, Austria.

"It is appropriate to be announcing this new event at a conference for Arts on Television which includes colleagues from IMZ with whom we have been discussing this initiative. We hope to address the crisis in funding for arts and performance programming by creating a venue where the issues of the genre can be tackled head-on."

With the generous support of Canadian Heritage and the Canada Council for the Arts, **ARTS & Performance 2003** will bring together arts professionals from around the world. The forum will provide the opportunity for industry stakeholders to share ideas and discuss key issues and trends in this particular area of television programming. Plenary sessions, workshops, a keynote address and social events will be featured. Canada's prestigious Governor General's Performing Arts Awards take place at the National Arts Centre on Saturday evening, after the closing of the conference.

Assuming the position of executive producer for the Arts and Performance Congress will be Banff's director of production, Kerry Stauffer. "Two of the strongest categories in the Banff Rockie Awards are Performance and Arts Documentary. We see how much effort goes into the financing of some truly excellent productions, and more frequently co-productions. Bringing together the main players in this genre will be an exciting project."

The Banff Television Foundation is the internationally recognized organizer and presenter of high quality electronic media events. Its mission is to inspire innovation, to celebrate excellence, and to facilitate learning and business opportunities for content creators and other stakeholders in television and new media. The Foundation's roster of events includes the Banff Television Festival (June 8 – 13, 2003), the International New Media Festival (October 16 – 19), News World (October 21 – 23), the Alliance Atlantis Banff Television Executive Program (November 7 – 14), the World Congress of Science Producers (December 3 – 6), and the World Congress of History Producers (December 7 – 10). For more information, go to www.btvf.com.

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