

## Prime Video and Reelworld Announce Co-Branded Upskilling Training Program for Canadian Producers and Writers

The Reelworld Training Lab presented by Amazon Studios will start in winter 2023

**TORONTO, ON - September 12, 2023** - Prime Video and Reelworld Screen Institute announced today the Reelworld Training Lab presented by Amazon Studios, a new training program for both Canadian producers and writers. The program will offer training and upskilling opportunities to racially diverse and Indigenous talent in Canada. Reelworld has a demonstrated expertise in educating, empowering, and employing talent in all areas of the screen industry in Canada. This program will foster a pipeline of Canadian production talent and help support Amazon Studios' projects in Canada. Additional details on the program will be announced via Prime Video and Reelworld's social media accounts and [www.reelworld.ca](http://www.reelworld.ca).

"We are looking for producers and writers to help develop their skills and fill more roles on our Amazon Studios series developed and filmed in Canada. We believe Reelworld is the perfect organization for this given their track record in advocacy and training," said Brent Haynes, head of local originals, Prime Video, Canada. "We want this program to deliver results, with more Canadian producers developing the skills and knowledge to work on our productions; new writers in our writers' rooms, and have it create a deep and connected pipeline to our development and productions in Canada."

"We are delighted to announce this collaboration with Amazon, a collaboration that holds immense promise for advancing diverse storytelling in Canada," said Tonya Williams, founder and executive director of Reelworld Screen Institute. "By leveraging the global reach and influence of Amazon, we have the opportunity to drive positive change in the Canadian entertainment industry. Amazon and Reelworld firmly believe that programs alone are insufficient in effecting real progress. Our shared goal is to establish a concrete path to actual jobs, as this is the key to achieving the impact we all desire and ensuring genuine change in inclusion and equity within our industry."

Prime Video's Canadian Amazon Original slate that includes *The Kids in the Hall*, *LOL: Last One Laughing Canada*, *Three Pines*, *LOL: Qui rira le dernier?*, *All or Nothing: Toronto Maple Leafs* and upcoming series *The Sticky*, *Luxe Listings Toronto*, *Nuit Blanche* and more. Since 2015, Amazon Studios has commissioned more than 40 Amazon Original series and films in Canada, including *The Man in the High Castle* and *Upload* in British Columbia; *The Boys*, *Reacher*, and *The Expanse* in Ontario; *Tales from the Loop* in Manitoba; as well as parts of *Tom Clancy's Jack Ryan* and *The Voyeurs* in Quebec.

Prime Video offers thousands of TV shows and movies from Hollywood and around the world in the Prime Video catalog, including award-winning and critically acclaimed Amazon Originals like *Citadel*, *The Lord of the Rings: The Rings of Power*, *Reacher*, *Tom Clancy's Jack Ryan*, the award-winning *The Marvelous Mrs. Maisel*, *Lizzo's Watch Out for the Big Grrrls*, and more.

Prime members are able to watch series and films anywhere and anytime on the Prime Video app for smart TVs, mobile devices, Fire TV, Fire TV stick, Fire tablets, Apple TV, and stream online. In the Prime Video app, Prime members can download episodes on their mobile devices and tablets and watch anywhere offline at no additional cost. Prime Video is available in Canada at no extra cost to a Prime membership for just CAD\$ 99/year or CAD\$ 9.99/month (plus applicable taxes), new customers can find out more at [www.primevideo.com](http://www.primevideo.com) and subscribe to a free 30-day trial.

## About Prime Video

Prime Video is just one of many shopping, savings, and entertainment benefits included with a Prime membership, along with fast, free shipping on millions of Prime-eligible items at Amazon.ca, ultrafast delivery, unlimited photo storage, exclusive deals and discounts, and access to ad-free music, books, and games. To sign up or start a 30-day free trial of Prime, visit: [amazon.ca/prime](https://amazon.ca/prime).

- **Included with Prime Video:** Watch movies, TV series, news, award-winning Amazon Originals, and other exclusives.
- Enjoy hits like *Citadel*, *The Lord Of The Rings: The Rings Of Power*, *Jury Duty*, *The Boys*, and more.
- **Prime Video Channels:** Prime members can add channels like Hayu, Starz, and STACKTV, an all-in entertainment multipack offering the latest episodes of hit shows from 16 great networks. No extra apps to download, and no cable required. Most subscriptions start with a free trial, and you can cancel anytime. View the full list of channels available at [primevideo.com/channels](https://primevideo.com/channels).
- **Rent or Buy:** Enjoy even more movies from new releases to classic favourites, available to rent or buy - no Prime membership required. View titles available by visiting [primevideo.com/store](https://primevideo.com/store).
- **Instant Access:** Watch at home or on the go with the Prime Video app on Fire TV, Roku, Apple TV, Chromecast, Windows 10, Android and iOS, compatible Smart TVs and set top boxes, select game consoles or online at [primevideo.com](https://primevideo.com). In the Prime Video app on mobile and tablet, Prime members can download most videos and watch them anywhere offline at no additional cost. For a complete list of compatible devices, visit [primevideo.com/help](https://primevideo.com/help).
- **Enhanced experiences:** Make the most of every viewing with 4K Ultra HD- and High Dynamic Range (HDR)-compatible content. Go behind the scenes of your favourite movies and TV shows with exclusive X-Ray access, powered by IMDb.

## About Reelworld Screen Institute

[Reelworld](https://reelworld.ca) was founded in 2000 by award-winning actress and producer Tonya Williams to advance opportunities for Canadians who are Black, Indigenous, Asian, South Asian, and People of Colour in the screen industries by providing professional development and advocating for racial equity in Canadian content and production. Reelworld Screen Institute, a non-profit, provides training programs and presents the acclaimed Reelworld Film Festival, which celebrates stories by racialized Canadians. Providing access to opportunities is core to Reelworld, and [Access Reelworld](https://accessreelworld.ca) is Canada's leading hiring platform for racialized crews and talent. Reelworld Foundation, a registered charity, is transforming the industry by creating mechanisms that hold systems accountable for greater equity.

Reelworld Screen Institute's professional development programs and initiatives include:

- **[Reelworld E20 Program](https://reelworld.ca/e20):** The Reelworld Emerging 20 (E20) Program is tailored to support writers and is streamed into two specific areas: Series and Film. Ten participants are chosen for each stream, and taken through a part-time 6-month program to polish their screenplays into a final draft. The program wraps up with one-on-one pitch sessions designed to hone their pitching skills and develop their network.
- **[Reelworld Producer Program](https://reelworld.ca/producer):** The Reelworld Producer Program is a year-long curriculum that provides mentoring and learning opportunities, and creates pathways to build a career as a producer in the television industry.
- **[Reelworld Producer Accelerator](https://reelworld.ca/producer-accelerator):** The Reelworld Producer Accelerator Program provides support to the previous year's Producer Program cohort as they pitch and develop their projects. With many receiving Letters of interest to access development funds, Reelworld continues to guide them through the process.

- [Reelworld Black Entrepreneurs Program](#): The Reelworld Black Entrepreneurs Program is a 9-month training initiative for Black casting directors, agents, managers, and producers in Canada, providing business advisory services, training, capital investment, and paid apprenticeship and networking opportunities.
- [Reelworld & Meridian Artists Apprenticeship](#): This apprenticeship program offers a 4-week paid mentorship opportunity, where the participant will see first hand how a service agency functions. Through a combination of assignments, shadowing of client and business affairs interactions, and one-on-one meetings with senior-level team members, the apprentice will experience what it is like to be a Talent Agent.
- [Level UP Program](#): Developed in partnership with Rogers Sports & Media, Shaftesbury and Pope Productions, this program offers on-the-ground training for Canadian writers and directors on the set of hit TV show *Hudson & Rex*. Over the course of four weeks, two selected writers are able to participate in the show's writers' room, and two directors are given the opportunity to shadow a director on set.
- [Reelworld Market Ready](#): This year-round initiative provides Reelworld program alumni with training, prep and access to key markets such as Prime Time, Cannes Film Festival, Banff World Media Festival, Content Canada and Content London.

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