

## Reelworld partners with Warner Bros. Discovery Access Canada on new MARKET READY initiative

### Media Release

February 10, 2023 - Toronto - For the past 23 years Reelworld has been providing numerous programs to Black, Indigenous, Asian and People of Colour in the Canadian screen industries. The new **Market Ready** initiative, in partnership with Warner Bros. Discovery (WBD) Access Canada, takes all those programs to the next level by providing Reelworld participants with training, prep and access to key markets such as Prime Time, Cannes Film Festival, Banff World Media Festival, Content Canada and Content London. These markets open doors to forge deals, build new relationships that lead to development, and help attendees gain visibility in an industry where who you know matters.

11 film and television producers from the Reelworld Producer Program and the Reelworld Black Entrepreneurs Program attended **Content Canada** in September 2022. Eight Reelworld producers were able to go to the UK to participate in **Content London** in November, with the intention of opening up opportunities for distribution deals beyond Canadian borders. 17 producer delegates were taken recently to **Prime Time Ottawa**, where they were able to network with industry and government leaders. The next markets that Reelworld and WBD Access Canada plan to take delegates to are: Cannes 2023 and Banff World Media Festival 2023.

All Reelworld program participants chosen to participate in Market Ready go through two months of rigorous preparation (including training on Pitching, Sales and Financing, Marketing, and Network Building), making sure all their pitch assets are ready, and that they themselves are prepared to step into these arenas with all the skills and tools needed to make valuable industry connections. All expenses for the participating Reelworld alumni — including passes, travel, and accommodation — are covered.

“We wanted this initiative only accessible to Reelworld alumni because they have already gone through our 6 to 12-month training programs and this was a way to hone in and give them the additional support they need to grow and thrive in this industry,” says **Tonya Williams**, Executive Director, Reelworld Screen Institute.

“We are thrilled to be contributing to this initiative that provides a crucial but often overlooked step in career development,” says **Melanie Nepinak Hadley**, Executive Director, Warner Bros. Discovery Access Canada. “Our participation in this initiative underscores Warner Bros. Discovery Access Canada’s mandate to help film and television industry professionals level up their exposure and experience as they strive for global success.”

The Market Ready initiative has already shown great success. 100% of Content London delegates said that as a result of attending the market, their personal or professional network of contacts has grown, and that they learned something new that is relevant to their profession. They were able to meet producers from several other countries, including Australia, Nigeria, South Africa, France and Spain.

*“Being part of the Reelworld Delegation at Content London was an invaluable experience. You can’t put a price on the quality of industry education and the caliber of professional connections you could gain through an opportunity like this. I’m looking forward to finding ways I can contribute to bridging the gap between our Canadian market and the international markets, partnerships, and entertaining more international co-productions. All it takes is one meeting and one ‘yes’ to change your life and help advance your career. I think I’ve made a few connections with the power to do so.” — Adrian Wallace, 2020 Reelworld E20 Program*

The goal of the Market Ready initiative is to see delegates get their projects into development, be partnered with senior producers, and build relationships with their peers to foster a supportive network which is vital to their long term success.

*“Going to Prime Time was so beneficial. I made new connections, as well as built on existing relationships. I also got leads on upcoming opportunities that I am submitting my agency clients for. Reelworld’s investment in us is such a blessing. Thanks to the entire Reelworld team.” — Jennifer Irons, 2022 Reelworld Black Entrepreneurs Program and founder, META Talent Agency*

Applications to the next markets (Cannes Film Festival and Banff World Media Festival) will be open soon. Visit [www.reelworld.ca](http://www.reelworld.ca) for updates.

## **About Reelworld Screen Institute**

Reelworld 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 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.

## **About WBD Access Canada**

Established in 2020, WBD Access Canada elevates, activates, and connects Canadian talent from communities that have been historically marginalized with global opportunities and global audiences. This suite of above- and below-the-line initiatives builds on WBD's relationships with creators, craftspeople and technicians of all genders and abilities from communities including Indigenous, Black, and racialized groups, people with disabilities, and members of LGBTQ2+ and Francophone members of the aforementioned communities. WBD Access Canada values the undervalued and celebrates the underrepresented -- all to bring the best and most promising talent in Canada to the world.

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