

MONTREALERS AIM TO KEEP CANADIAN MOVIES IN THEATRES
New partnership between Montreal Film Group and First Weekend Club

MONTREAL, Monday, August 7th 2006 – The **Montreal Film Group (MFG)** is proud to announce a new partnership with **First Weekend Club (FWC)**, a cross-Canada film club promoting Canadian cinema by encouraging audiences to see home-grown films on their opening weekend, when box office counts the most.

Following its success in Vancouver and Toronto, FWC is expanding to Canada's other major film market, Montreal. The MFG will help get the word out to the city's movie fans. "This is an ideal partnership for the MFG," says co-director Val Lonergan. "Our mission is to bring together like-minded film and TV folks who are eager to be part of a thriving and growing community. FWC is working to the same end by building audiences for our films and a community of Canadian film enthusiasts that will help sustain a domestic industry."

Executive Director and Founder of First Weekend Club, Anita Adams, is also thrilled about this partnership opportunity. "Our vision has always been to create something that would bring people together from across the country who would work collaboratively in supporting Canadian film releases. The Montreal Film Group is a great organization and a wonderful addition to our growing family of partners who will help us reach our goal."

To help launch the First Weekend Club in Montreal, the MFG is promoting the FWC's **Great Escape Contest** which sends winners to the Toronto International Film Festival and the Whistler Film Festival. Grand prize packages include airfare, hotel, meals, film festival passes and tickets to gala receptions with Canada's hottest filmmaking and acting talent. Other secondary Great Escape prizes will be drawn monthly, with the contest's goal being to increase club membership and expose more Canadians to Canadian films.

Contest details are online at www.firstweekendclub.ca/greatescapecontest

About the Montreal Film Group

Launched in January 2006, the MFG aims to create networking opportunities and promote continued learning for Montreal-based filmmakers through regular events and an online meeting place. The organization now counts over 650 local film and TV industry members from many different backgrounds. Website: www.montrealfilmgroup.com

About the First Weekend Club

The First Weekend Club, launched in Vancouver in 2003, is a free-membership, non-profit organization which informs members about new Canadian movie releases through emailed film alerts. Members are encouraged to attend a screening of the film on its opening weekend, when high box office returns may ensure a long theatrical run.

Website: www.firstweekendclub.ca