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MARITIME FILM, TV AND RADIO JEWELS TO BE HONOURED
AT AUDIO VISUAL TRUST'S MASTERWORKS 2007 IN MONTRÉAL

OTTAWA, October 16, 2007... **MasterWorks**, the Audio-Visual Preservation Trust of Canada's (AV Trust) annual celebration of Canada's film, television, radio and recorded music heritage, will honour three **Maritime works**, it was announced today by David Novek, President of the Trust. **MasterWorks** will be held Tuesday, October 30 at the Cinémathèque québécoise in Montréal.

The works are:

FILM

Life Classes, 1987

TELEVISION

Don Messer's Jubilee 1959-1969

RADIO

Don Messer And His Islanders 1929- 1958

Born in St. John's Newfoundland, William D. MacGillivray directed *Life Classes* in 1987. Jacinta Cormier plays a Cape Breton woman who dreams of becoming a successful artist in the big city. At once satirical and reflective, it is an accomplished example of a fiercely independent "outsider" Maritime filmmaking tradition. Nominated for five Genie Awards including Best Screenplay and Best Picture. According to Gerald Pratley, in his book "A Century of Canadian Cinema, "This is a marvelous film, also a biting comment on what passes as art today".

Honoured in both television and radio categories, **Don Messer's** combination of musicianship, down-east sound, and accessibility made him a household name across Canada in the 1940's with annual tours, recordings, songbooks, and thrice- weekly programs on the CBC radio network. His radio show was transformed into English Canada's first hit on television in 1957, exceeding the audiences for *Hockey Night in Canada* and Ed Sullivan by 1961.

One of the most beloved TV shows Canada has ever produced, *Don Messer's Jubilee* aired on the CBC network from 1959 to 1969. It was presided over by New Brunswick-born fiddler and band leader Don Messer, and featured singers Marg Osborne and Charlie Chamberlain as well as Messer's band, The Islanders.

Founded by the AV Trust in 2000, **MasterWorks** annually honours 12 culturally significant works, three each from the film, TV, sound recording and radio genres.

MasterWorks are designated for a work or body of work that have had a critical or popular impact on Canadian culture or have been influential in shaping its genre. The

honourees are chosen by panels of experts from the Canadian film, radio, TV and music industries.

In spearheading the initiative to preserve such treasures, AV Trust President David Novek says “as a non-profit public/private sector organization dedicated to promoting the preservation of Canada’s audio-visual heritage, and facilitating access to and usage of regional and national collections, the Trust does not engage in preservation work itself. Rather, we administer programs to restore, archive and make accessible feature films and recorded music. We also work with private and public-sector organizations and interested individuals to achieve our goals.”

Where a **MasterWork** is in danger of being lost, the AV Trust helps ensure the restoration or preservation of the work so that it will remain a cornerstone of the country’s audio-visual heritage and can be enjoyed by future generations of Canadians. Currently film and music restoration programs are supported with grants from the Department of Canadian Heritage and the Astral Restoration program, with other AV Trust programs aided by Vivendi Universal Music Canada and Universal Studios Canada.

Library and Archives Canada, CBC/Radio-Canada, and the National Film Board, who themselves are actively involved in preservation of the country’s heritage, are sustaining partners of the Trust along with Telefilm Canada.

The Audio-Visual Preservation Trust of Canada is a national charitable non-profit public/private organization dedicated to promote awareness of and access to Canada’s rich and diverse audiovisual heritage, and to facilitate access to and usage of regional and national collections. **MasterWorks** is the Trust’s main vehicle for raising awareness of preservation issues, with the goal of safeguarding cherished works from Canada's audio-visual heritage.

More information on the AV Trust, its programs and **MasterWorks** 2007, is available at www.avtrust.ca.

-30-

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