



**FOR IMMEDIATE RELEASE**

**AV TRUST RECOGNIZES PIERRE KARL PELADEAU AND QUEBECOR FOR THE PROJECT: *ELEPHANT MEMOIRE DU CINEMA QUEBECOIS***

OTTAWA, October 26, 2007 ... The Audio-Visual Preservation Trust of Canada (AV Trust) will honour **Pierre Karl Peladeau, President and CEO of Quebecor Inc.** at its annual MasterWorks celebration for Quebecor's investment of \$2.5 million to digitalize all Quebec feature films ensuring access to Québec's film heritage, David Novek, President of the Trust announced today. **MasterWorks** will be held Tuesday, October 30 at the Cinémathèque québécoise in Montréal.

Quebecor's preservation project *Éléphant: mémoire du cinéma québécois* project will gradually make all Québec feature films available on Videotron's *Illico on Demand* digital television platform. It involves digitalizing approximately 800 feature films made in Québec to date. At present, many of the movies exist only on the original film stock and are at risk. The digitalization will make these works available for future generations. Films that have already been restored by other organizations will also be included. Coordinated by Québec cinema experts **Marie-José Raymond** and **Claude Fournier**, the movies will be accessible 24 hours a day, 7 days a week.

All revenues from the broadcast of the films will be turned over to the rights holders, except for a nominal fee to cover operating costs. Access to the catalogue will be free for film students and researchers.

The largest online database on Québec movies will be created on the Canoe website, with input from movie industry players and organizations, to include synopses, stills, interviews, posters and reference materials. Movie buffs around the world will be able to read, watch and listen to the online content, which will powerfully promote Québec's cinematographic heritage.

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.

More information on the AV Trust, its programs and **MasterWorks 2007**, is available at [www.avtrust.ca](http://www.avtrust.ca).

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**Contacts:**

Kim McKenzie Galvez

Galvez + associates (416) 359-0380 [kgalvez@sympatico.ca](mailto:kgalvez@sympatico.ca)

Brigitte Chabot

Brigitte Chabot Communications (514) 861-7870 [bchabotcom@sympatico.ca](mailto:bchabotcom@sympatico.ca)

