



the *Stephen Lewis*
FOUNDATION

Easing the pain of HIV/AIDS in Africa

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STEPHEN LEWIS FOUNDATION APPLAUDS PUBLIC SERVICE ANNOUNCEMENTS PROVIDED BY THE CANADIAN FILM AND TELEVISION PRODUCTION ASSOCIATION

The public service announcements (PSAs) made available today (four in English and two in French) addressing the carnage of HIV/AIDS in Africa, are a testament to the commitment and creativity of the CFTPA. It was the CFTPA which approached the Stephen Lewis Foundation with the suggestion that the PSAs be made, and made pro bono. It was then agreed that the production of the PSAs would be farmed out across the country, with the various production companies approaching the subject matter with a free creative hand.

“I have nothing but admiration for what the CFTPA has done”, said Stephen Lewis, Chair of the Board, Stephen Lewis Foundation. “Their members have fashioned six PSAs, which dramatically convey the toll that the AIDS virus is taking, especially on women and children. The message couldn’t be more powerful; the artistic content more riveting. I don’t think you can watch any of the PSAs without being educated and moved”.

In each instance, the PSA ends with a ‘cut-line’ giving the Stephen Lewis Foundation web site. The hope is that the PSAs will be a strong consciousness-raising vehicle when they are played in the theatres and on the networks of Canada.

Africa is struggling with a pandemic which is shredding the fabric of much of the continent. The PSAs are designed to convey that this is an emergency, and the most vulnerable victims are the women and children, especially the orphans left behind.

It must be emphasized that everything was done pro bono by the CFTPA. Volunteers from across the country in the film and television industry, came together to shoot the PSAs, including the writers, directors, actors, labs, suppliers, technicians, and the National Film Board. Everything, but absolutely everything, was done voluntarily or through donation. Crescent Entertainment, Reunion pictures, Rethink Advertising, Tapestry Pictures and Park Ex Pictures as well as the Film Board are amongst those responsible for the sterling productions. The Royal Bank of Canada generously sponsored the distribution of the PSAs. The numbers of related companies and individuals who pitched in are too many to enumerate. Suffice to say, that this was a collective effort of principled concern.

To contact Stephen Lewis, you may reach Christina Magill at 416-657-4458.

For a full credit list of contributors go to: <http://www.cftpa.ca/newsroom/psa.htm>
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