

Cinéfest SUDBURY

INTERNATIONAL FILM FESTIVAL
FESTIVAL INTERNATIONAL DU FILM

THE PEOPLE'S FESTIVAL
C'EST VOTRE FESTIVAL
17-25 SEP 2022

media release | communiqué

FOR IMMEDIATE RELEASE: JULY 18, 2022

“Birds of a feather”: Cinéfest Sudbury unveils official 2022 festival image and teases ticket structure

SUDBURY — Cinéfest Sudbury International Film Festival, in collaboration with 50 Carleton, is pleased to present the 34th edition festival image and promotional materials.

“Birds of a feather” is the official tagline this year, placing emphasis on the community of cinephiles who “flock together” each year to experience the best in Canadian and international cinema.

“At the end of each summer, I anticipate seeing familiar faces celebrating the North’s premier perennial event,” says Tony Jurgilas, Chief Design Strategist at 50 Carleton. “It’s not unlike a gaggle of Canada Geese assembling for one final burst of jollification before taking flight. And invariably, there are people whom I encounter testing the waters for the first time. Cinéfest not only caters to its loyal, like-minded audience, it continues to welcome anyone and everyone into the fold. That is the basis of this year’s theme as we build our flock of brand ambassadors.”

Film screenings will be featured prominently in-theatre this year, with a limited accompaniment in the virtual space. “We are delighted to be back with a more traditional style festival, presenting films in-theatre for the 34th edition, while still being able to offer a virtual aspect for those who wish to participate from home,” says Tammy Frick, Executive Director at Cinéfest Sudbury. “Additionally, we are thrilled to widen the scope with a ticket structure that is more akin to what our loyal audience has come to love, including all-access Passports. This is sure to be exciting news for longtime fans of the festival, while also providing an opportunity for newcomers to come out and experience all we have to offer.”

The 34th edition of Cinéfest Sudbury International Film Festival is set to take place September 17-25, 2022, with Passports expected to go on sale at the end of July and film announcements to begin mid-August.

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cinefest.com
 705 688 1234
 40 Larch Street, Unit 103
 CinefestSudbury
 @CinefestSudbury

— more —

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Anyone looking to volunteer at the festival this year is encouraged to visit www.cinefest.com and fill out the volunteer registration form.

— 30 —

For additional questions or media inquiries, please contact Brandon Patry at bpatry@cinifest.com. You can also contact us at 705-688-1234 or follow us on Facebook, Twitter, and Instagram for updates and announcements as they become available.

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