

**FOR IMMEDIATE RELEASE:**

**Whistler Film Festival Launches Doc Lab Call for Applications**  
*WFF's new Doc Lab geared to social issues media-makers*

**Whistler, B.C. (September 14, 2016)** - As part of its talent program slate, the **Whistler Film Festival** has launched its new *Story Money Impact* themed Doc Lab for Canadian documentary filmmakers with projects in development, which will run during the 2016 festival taking place November 30th to December 4th.

Doc Lab: *Story Money Impact* at WFF is a dynamic multi-day workshop experience for social issues media-makers that focuses on nurturing collaborations between artists, funders and activists. Twelve artists will be pre-selected based on their project's readiness to further improve its story crafting, funding strategy or outreach plan. The intensive will be led by media strategist Tracey Friesen, former NFB executive producer and author of *Story Money Impact: Funding Media for Social Change*.

The participants will first attend WFF's industry Summit panel, *Documentary Impact* on December 2nd, and then spend the next two days, along with expert advisors, in robust and interactive case study sessions, roundtables and meetings. Projects from within the cohort will benefit from a deep dive into their proposed narrative structures, money sources and impact outcomes. Each participant will receive a 30-minute post-festival (Jan 2017) Skype consultation session with Tracey Friesen to refine their impact strategy. The full cohort will be invited to a group strategic brainstorm prior to Hot Docs 2017 to review the project process, deepen connections and foster a sense of community.

With the addition of Doc Lab, WFF offers a slate of ten talent programs designed to provide creative and business immersion experiences for up to 64 Canadian artists including producers, screenwriters, actors and musicians as well as Aboriginal and British Columbian short filmmakers and women directors.

"WFF provides a unique stage for some of Canada's most promising impact media-makers to focus on their project's development in a festival setting, which offers a valuable opportunity to access filmmakers and executives in attendance," said Shauna Hardy Mishaw, Executive Director, Whistler Film Festival. "This program is the next chapter in our slate talent programs to support filmmakers with a powerful message to share that has the potential to invoke positive change."

Tracey Friesen adds, "We've successfully run this curriculum before in a larger four-day retreat setting. The Whistler iteration will be slightly more intimate, streamlined and accessible – plus it takes place within the fabulous context of an international film festival set in the BC mountains. Bonus!"

The application deadline is **October 21 at 5pm PST**. Artists may apply online at [whistlerfilmfestival.com](http://whistlerfilmfestival.com). The WFF Doc Lab is sponsored by Creative BC.

From November 30th to December 4th, the Whistler Film Festival will welcome film fans and filmmakers to experience its 16th edition featuring fresh films, special guests, epic events, unique industry and talent programs, and time to play in North America's premier mountain resort destination.

The Festival's online box office at [whistlerfilmfestival.com/attend/](http://whistlerfilmfestival.com/attend/) is now open for VIP Patron Passes and Advance Industry Passes, Ticket Packages, and Festival Credentials.

Air travel and ground transportation deals as well as best accommodation rates starting from \$110 per night are now available on [whistlerfilmfestival.com/attend/](http://whistlerfilmfestival.com/attend/). WFF has 18 accommodation partners to choose from including host hotel Westin Whistler Resort and Spa.

The Whistler Film Festival is supported by Telefilm Canada, the Province of British Columbia, the Resort Municipality of Whistler, the Whistler Blackcomb Foundation and the American Friends of Whistler, and is sponsored by Variety, Creative BC, The Harold Greenberg Fund, Cineplex, Whistler Blackcomb, Tourism Whistler, and the Westin Resort & Spa Whistler.

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The **Whistler Film Festival Society** is a charitable cultural organization dedicated to furthering the art of film by providing programs that focus on the discovery, development and promotion of new talent culminating with a must attend festival for artists, industry and audiences in Whistler. Find out more at [whistlerfilmfestival.com](http://whistlerfilmfestival.com).

**Tracey Friesen**, a 25+ year veteran of Vancouver's film industry, launched *Story Money Impact* in the summer of 2014. The initiative seeks to increase connections between those passionate about the power of art for social change. Building on a growing base of knowledge on alternative finance in the social issues media sector, the goal is to establish a sustainable support structure. Bringing together storytellers, investors and activists is not only beneficial for each of them, but for society as a whole. Find out more at <http://www.storymoneyimpact.com/>.