

# *News Release*

FOR RELEASE  
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## **Federal and Provincial Governments Support Manitoba's Growing Music and Motion Picture Industry**

**Winnipeg, Manitoba** –The Manitoba Music and Motion Pictures Development Project (M3P) will continue to increase local, national and international market access thanks to an investment under the Canada-Manitoba Economic Partnership Agreement.

An investment of \$600,000 to M3P was announced today by Andrew Swan, Minister of Competitiveness, Training and Trade; Joy Smith, Member of Parliament for Kildonan-St. Paul on behalf of the Honourable Rona Ambrose, President of the Queen's Privy Council for Canada, Minister of Intergovernmental Affairs and Minister of Western Economic Diversification; and Eric Robinson, Minister of Culture, Heritage, Tourism and Sport.

Manitoba's film and sound industry creates employment and attracts significant investment to the province," said Andrew Swan. "This funding to continue the M3P project will ensure our international reputation as a great place to record an album, film major motion pictures as well as art films and documentaries will be enhanced."

"The Government of Canada is proud to build on the success of the M3P project, and recognizes the importance of fostering the growth of this dynamic cultural industry," said MP Smith. "By investing in the talents and skills of Manitobans, we can ensure that the local film and music industry remains competitive in the global economy."

"This funding will keep Manitoba's music and motion picture industry competitive, which is a priority for the province," said Eric Robinson. "In last weeks budget we enhanced the successful Film and Video Tax Credit by introducing a five per cent bonus for films with a Manitoba producer, doubling the frequent filming bonus to 10 per cent and adjusted provisions for enhanced skills transfer for Manitoba's film crews."

M3P will be extended for one additional year until March 31, 2009. During this time, the Manitoba Audio Recording Industry Association (MARIA) and On Screen Manitoba will continue to provide corporate and professional development activities for their members. In addition, a long-term strategic plan will be formulated to guide further development of the music and film industries.

The joint M3P initiative is being credited as one of the driving factors behind the exceptional growth of Manitoba's film and music industries over the last several years. Through

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the M3P, MARIA and On Screen Manitoba collaborate to enhance the marketability and competitiveness of the music and motion picture sectors in Manitoba.

Under the Canada-Manitoba Economic Partnership Agreement (EP), Canada and Manitoba jointly contributed \$2.4 million to the M3P project between 2004 and 2007.

“Manitoba is home to some of the world's most innovative and creative artists and music companies,” said Ginette Lavack Walters, MARIA Board President. “We would like to thank both levels of government for their continued investment in the cultural industries; this extension will create new and exciting opportunities for MARIA to take Manitoba music to the world.”

“There has been a 300 percent growth in Manitoban-owned production since 2001 and M3P has contributed to that significantly,” said Kim Todd, On Screen Manitoba Board Chair. “The Government of Canada and the Province of Manitoba are partners in our work, ensuring our industries continue to thrive in this time of significant technological change.”

MARIA is a not-for-profit industry association representing over 700 members in all facets of the music industry. Through its programs and services, MARIA provides information, education, communication, advocacy, industry development and networking opportunities to nurture, develop and promote the growth and sustainability of the Manitoba music industry.

On Screen Manitoba (formerly the Manitoba Motion Picture Industry Association) is an innovative membership-driven association that leads, builds and represents Manitoba's motion picture industry.

Under EPA, the governments of Canada and Manitoba are working together and in partnership with community stakeholders to build the economy and strengthen communities. These priorities promote economic growth and diversification in the province. For more information on this and other projects funded under EPA, visit: <http://www.epa.gov.mb.ca>.

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