

## TIFF APPOINTS ANDRÉA GRAU AS VICE PRESIDENT, PUBLIC RELATIONS AND CORPORATE AFFAIRS



**TORONTO** — Piers Handling, Director & CEO of TIFF, today announced the appointment of **Andréa Grau** to the role of **Vice President, Public Relations and Corporate Affairs**, effective February 5, 2018. Grau will lead TIFF's in-house agency, Dept. 30, comprised of the Communications, Marketing, Digital, Creative and Editorial teams. She will be part of TIFF Senior Management, providing leadership and guidance for the organization.

Reporting to Michèle Maheux, Executive Director and COO, Grau is responsible for upholding and expanding the integrity of the TIFF brand internationally and at home, and developing and executing the PR strategy as the organization enters a new strategic plan and CEO transition.

"Andréa has been a part of this organization in some capacity for the past 23 years," said Piers Handling, Director & CEO of TIFF. "She first entered as an intern fresh out of university, later returned to run the Communications department, and now comes back in a much larger leadership role to help us navigate the changing PR landscape. The industry and media relationships that she has developed over the years are impeccable. On behalf of the Senior Management team, we are delighted to have her back."

Grau, who is fluent in English, French and Spanish, has almost 25 years of experience working in arts and culture, and communications. She will retain ownership of Touchwood PR, a boutique publicity and promotions agency she founded in 2009. Her clients have included Cineplex, Fan Expo Canada, Pathé International, eOne, Unifrance Films, Telefilm Canada, the Academy of  
TIFF is a charitable organization with a mission to transform the way people see the world through film.



Canadian Film and Television, Reel Asian Film Festival, CMPA's Prime Time in Ottawa, Inside Out Toronto LGBT Film Festival, and several high-profile personal clients. Prior to Touchwood PR, Grau ran the TIFF Communications department for eight years. In this role she successfully developed and executed media strategies to position TIFF as a leader in the industry.

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**About TIFF**

TIFF is a charitable cultural organization whose mission is to transform the way people see the world through film. An international leader in film culture, TIFF projects include the annual Toronto International Film Festival in September; TIFF Bell Lightbox, which features five cinemas, major exhibitions, and learning and entertainment facilities; and innovative national distribution program Film Circuit. The organization generates an annual economic impact of \$189 million CAD. TIFF Bell Lightbox is generously supported by contributors including Founding Sponsor Bell, the Province of Ontario, the Government of Canada, the City of Toronto, the Reitman family (Ivan Reitman, Agi Mandel and Susan Michaels), The Daniels Corporation and RBC. For more information, visit [tiff.net](http://tiff.net).

**TIFF is generously supported by Lead Sponsor Bell, Major Sponsors RBC, L'Oréal Paris and Visa, and Major Supporters the Government of Canada, the Government of Ontario, and the City of Toronto.**

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For images and artist bios, visit [tiff.net/press](http://tiff.net/press).

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