



March 26, 2020

**MEDIA RELEASE**

**TIFF + BELL MEDIA'S CRAVE BRING AUDIENCES TOGETHER  
WITH STAY-AT-HOME CINEMA**

**New partnership brings viewers together through a series of shared at-home experiences,  
including virtual chats and watch-along screenings**

**First experience features Mandy Patinkin and *The Princess Bride* tomorrow night,  
with future events to be announced soon**

**TORONTO** – To help Canadians share the experience of film from the comfort of their own homes, TIFF and Bell Media's Crave announced today that on Friday, March 27 at 7pm EDT audiences across Canada can join TIFF Artistic Director and Co-Head Cameron Bailey in the first of a series of virtual Q&As and screenings. Audiences can tune in to watch Cameron and award-winning actor and star **Mandy Patinkin** (Crave's *Homeland*) for a chat via Instagram Live @tiff\_net before being invited to screen TIFF's 1987 People's Choice Award winner, *The Princess Bride*, on Crave.

"TIFF has a longstanding partnership with Bell Media and Crave, so it was a natural progression to work together during this global health crisis," said Joana Vicente, TIFF Executive Director and Co-Head. "Both organizations value their audiences and want to bring the best of our programming to as many people as we can. We are all looking to connect with each other, and what better way to do this than through cinema."

"During these challenging times, we continue to look for ways to keep people connected, comforted, and entertained, and the power of film and TV accomplishes just that. It was important for us to work with TIFF on bringing these meaningful films to life," said Randy Lennox, President, Bell Media. "We're thrilled to work with our partners at TIFF to enhance the experience of revisiting these cinematic classics, by hearing from the beloved stars and inspiring creators behind these films, as well as media personalities who will consider their enduring impact. Stay tuned for more!"

TIFF's Stay-at-Home Cinema experience with Rob Reiner's timeless classic *The Princess Bride* is the first in a series TIFF and Crave will be rolling out over the next few weeks. Additional movie titles – all available on Crave – along with special guests will be announced each week on TIFF and Crave's social media channels.

The Stay-at-Home Cinema experience will begin with a virtual Q&A on TIFF's Instagram (@tiff\_net) with Mandy Patinkin and Cameron Bailey (7pm to 7:20pm EDT) via Instagram Live. At 7:20pm EDT, audiences can view *The Princess Bride* through Crave (app, web, SVOD) and continue the conversation on Twitter @TIFF\_NET during their home screening.

Additional virtual Q&A chats are planned in advance of Crave watch-along screenings, with details to be announced soon.

TIFF is a charitable organization with a mission to transform the way people see the world through film.



“TIFF is looking for every opportunity to continue doing what we do best: building bridges between great films and passionate audiences,” said Cameron Bailey. “*The Princess Bride* is the first of many shared at-home experiences TIFF and Crave will offer to movie lovers everywhere.”

Crave recently announced that it is providing one month free for any new, direct-to-consumer subscribers with access to the internet, expanding the trial period during which Canadians can sample the service from seven to 30 days. Available now through April 30, the one-time-only offer is for first-time, direct-to-consumer subscribers, and can be accessed now on the Crave app or [Crave.ca](http://Crave.ca).

For more information, please see [crave.ca](http://crave.ca) and [tiff.net](http://tiff.net).

#### **Social Media:**

@TIFF\_NET

Facebook.com/TIFF

#TIFFAtHome and #CravexTIFF

[@CraveCanada](https://www.instagram.com/CraveCanada)

[@Crave\\_PR](https://www.instagram.com/Crave_PR)

#### **About TIFF**

TIFF is a not-for-profit 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).

#### **About Crave**

Delivering more Oscar®-nominated and Emmy® Award-winning programming than any other service, Crave is Canada's prestige entertainment offering, with HBO, SHOWTIME®, Starz, Hollywood-hit movies, a superior collection of kid's movies and programs, and thousands of hours of acclaimed television series, specials, factual programming, and originals that can't be found anywhere else.

Crave is the exclusive home of HBO in Canada, delivering HBO's current slate of signature dramatic and comedic programs, documentaries, films, and live specials, as well as titles from HBO's extensive off-air library. Crave is also home to current SHOWTIME series and specials, and past SHOWTIME hits. Crave Original hit series include comedies LETTERKENNY and NEW EDEN; CRAVINGS: THE AFTERSHOW with Lainey Lui; HEALTHY IS HOT with Chloe Wilde; candid interview series MUCH STUDIOS PRESENTS: MIKE ON MUCH IN CONVERSATION WITH...; a series of original stand-up specials; the upcoming competition series CANADA'S DRAG RACE; and the upcoming apocalyptic original comedic documentary series WE'RE ALL GONNA DIE.

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Crave is a major supporter of Canada's production industry, helping to fund and develop numerous film and documentary projects including feature films THE SONG OF NAMES, WHITE LIE, and THE GRIZZLIES among others, as well as Crave Original Documentaries ONCE WERE BROTHERS: ROBBIE ROBERTSON AND THE BAND, SHARKWATER: EXTINCTION, YOU ARE HERE: A COME FROM AWAY STORY, and ANTHROPOCENE: THE HUMAN EPOCH. Crave also includes acclaimed selections from the Toronto International Film Festival which are featured in two exclusive collections: Best of TIFF and TIFF Selects.

Crave is a bilingual TV and streaming service with more than 6,000 hours of exclusive French-language content included with the Super Écran add-on. Crave is available directly to all Canadians with access to the Internet at [Crave.ca](http://Crave.ca), via iOS and Android, and other platforms. It's also available in English through participating television providers across six 24-hour High Definition linear and on demand channels. Crave is from Bell Media, Canada's leading content company, providing Canada's most-watched and most-acclaimed television programming on network, specialty, pay and digital platforms. Visit our website at [Crave.ca](http://Crave.ca).

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

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For more information, please contact TIFF's Communications Department at 416.934.3200, or email [proffice@tiff.net](mailto:proffice@tiff.net).

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