

## TIFF KIDS TAKES FAMILIES ON A JOURNEY TO SMURFS: THE LOST VILLAGE

### TIFF Kids International Film Festival Opening Night Film transforms TIFF Bell Lightbox into a colourful Smurf Village



**TORONTO** — The TIFF Kids International Film Festival™ invites you to paint the town blue on Opening Night! Director Kelly Asbury walks the blue carpet on April 7, 2017 at TIFF Bell Lightbox to introduce Sony Pictures Animation's anticipated new animated film *Smurfs: The Lost Village* to Toronto audiences. Asbury will host an exclusive Q&A after the film.

"I can't think of a better way to kick off the 20th TIFF Kids International Film Festival than with a film that is engaging, dynamic and outrageously fun," said Elizabeth Muskala, Director of TIFF Kids and Youth Learning. "This beautifully animated and colourful adventure is filled with new and beloved characters and is a treat for the whole family."

In this fully animated, all-new take on the Smurfs, a mysterious map sets Smurfette and her best friends Brainy, Clumsy and Hefty on an exciting and thrilling race through the Forbidden Forest filled with magical creatures to find a mysterious lost village before the evil wizard Gargamel does. Embarking on a rollercoaster journey full of action and danger, the Smurfs are on a course that leads to the discovery of the biggest secret in Smurf history! Directed by Kelly Asbury, the film is written by Stacey Harman and Pamela Ribon, based on the characters and works of Peyo. Produced by Jordan Kerner and Mary Ellen Bauder Andrews, the film features the voices of Demi Lovato as Smurfette, Rainn Wilson as Gargamel, Joe Manganiello as Hefty Smurf, Jack McBrayer as Clumsy Smurf, Danny Pudi as Brainy Smurf, Michelle Rodriguez as SmurfStorm, Ellie Kemper as SmurfBlossom, Ariel Winter as SmurfLily, with Mandy Patinkin as Papa Smurf and Julia Roberts as SmurfWillow.

For the Opening Night festivities, TIFF Bell Lightbox will be transformed into a colourful Smurf Village, transporting party-goers to the Lost Village of Smurfs. This celebration for film lovers of all ages will even bring a smile to Grumpy Smurf's face!

*Smurfs: The Lost Village* will also be released in theatres nationwide on April 7.

Marking its 20th anniversary this year, the TIFF Kids International Film Festival is the premiere festival in North America for children ages 3–13. Running April 7–23, the festival is larger than ever with over 160 films, consisting of 33 feature films and over 125 shorts hailing from over 40 countries including Canada, Algeria, Germany, Hong Kong, Ivory Coast, Brazil, Mexico, and many more.

Tickets are on sale now for TIFF Members, and available to the general public beginning March 9. Prices are \$14 for adults, \$11.50 for students and seniors, and \$10 for children (13 and under). The Opening Night Film and Party is \$36 per person, and Premium Screenings (Closing Night Film and Special Events) are \$21 per person. Some activities are free. Entry to digiPlaySpace™ is free for

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TIFF Members, and is \$11 weekdays and \$13 weekends for non-members.

On weekends, tickets to digiPlaySpace can also be purchased in a combo package, including a ticket for a TIFF Kids International Film Festival screening and a small popcorn, for \$25 (adults), \$22.50 (students/seniors), and \$21 (children ages 3–13).

For more information on screenings and activities, or to purchase tickets, please visit [tiff.net/kids](http://tiff.net/kids) call 416-599-TIFF (8433) or 1-800-599-TIFF, or visit the Steve and Rashmi Gupta Box Office at TIFF Bell Lightbox. All screenings and events take place at TIFF Bell Lightbox.

TIFF prefers Visa.

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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).

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**The TIFF Kids International Film Festival is supported by The City of Toronto and the Ontario Arts Council.**

***Smurfs: The Lost Village* is presented by COLUMBIA PICTURES presents in association with LSTAR CAPITAL and WANDA PICTURES a KERNER ENTERTAINMENT COMPANY production a SONY PICTURES ANIMATION film.  
Based on the Characters and Works of Peyo**

**Special thanks to the Consulate General of the Federal Republic of Germany, Toronto.**

**Gap Kids is the Official Sponsor of the TIFF Kids International Film Festival Opening Night Film + Party.**

**Disney Channel Canada is the Official Media Partner of TIFF Kids International Film Festival.**

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For information, contact the Communications Department at 416.934.3200 or email [proffice@tiff.net](mailto:proffice@tiff.net).

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

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TIFF Bell Lightbox, Reitman Square, 350 King Street West, Toronto ON Canada M5V 3X5 416-599-TIFF / 1-888-599-8433

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