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MEDIA RELEASE

TIFF TO REFOCUS KIDS PROGRAMMING FOR AGES 14 AND UP

TORONTO – TIFF announced today it is changing how it serves young cinephiles year-round through a reimagining of its family programming. The longstanding annual TIFF Kids International Film Festival will be retired and digiPlaySpace, the interactive playground for kids, will be rebranded and revamped for a 14+ audience. Details of this exciting new exhibition at TIFF Bell Lightbox will be announced in the coming months.

TIFF will continue to showcase family-friendly films throughout the year and will host workshops and screenings for high-school students. TIFF remains committed to inclusiveness, and will continue to provide free and subsidised access for high school students and families who otherwise may not be able to attend. The shift reflects the organization’s five-year Strategic Plan and the evolution of TIFF audiences.

TIFF Artistic Director and Co-Head Cameron Bailey says the TIFF Kids International Film Festival has held a special place at the organization over the past two decades, and the decision to retire the festival was not made lightly.

“We refreshed our offerings because we’re listening very closely to our audiences, and continuing our Audience First strategy,” says Bailey. “We’ve heard that people are seeking unique experiences and more variety, and this pivot means we can invest greater energy and resources into better serving our family and youth audiences – a new generation of film lovers who are incredibly passionate about culture and the discovery of film. TIFF will always be a place for lifelong learning where people of all ages and walks of life can come together to experience programming that transforms the way they see the world.”

The lineup for TIFF Next Wave Film Festival, a highlight of our youth programming, will be announced in early January. The festival, running February 14–17, 2019, features films, a Young Creators Co-Lab and Showcase, industry guests, and the Opening Night event, Battle of the Scores.

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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

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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.

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.

TIFF Next Wave Film Festival is supported by the City of Toronto and the Ontario Arts Council.

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

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