



TIFF's Volunteers Are Ready For Their Close Up

Cineplex, sponsor of the Volunteer Program at The Toronto International Film Festival, casts Endeavour to create a humorous cinema trailer celebrating the dedicated Festival volunteers.

Toronto, ON (September 7, 2011) – As a proud sponsor of the Volunteer Program during the Toronto International Film Festival (TIFF), Cineplex Entertainment ("Cineplex") hired Endeavour to create a memorable cinema trailer that would celebrate the over 2,000 volunteers that dedicate their time to making TIFF run seamlessly.

The cinema trailer, which runs before every film playing during TIFF, is a creative and very humorous exploration of what TIFF would like if there were no volunteers to maintain order.

Shot on location at TIFF Bell Lightbox, Endeavour cast hundreds of real TIFF volunteers to play film festival goers in a series of vignettes to demonstrate the potential chaos of a festival without volunteers.

Legendary Canadian directors Atom Egoyan and Deepa Mehta make comedic cameos in the trailer as they get caught up in the mayhem of not having volunteers to look after them.

The trailer runs September 8th-18th.

The trailer was directed by Derek Horn for FRANK Films and produced by Barry Avrich.

About Cineplex Entertainment

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns, leases or has a joint-venture interest in 130 theatres with 1,351 screens serving approximately 70 million guests annually. Headquartered in Toronto, Canada, Cineplex operates theatres from British Columbia to Quebec and is the exclusive provider of UltraAVX™ and the largest exhibitor of digital 3D and IMAX projection technologies in the country. Proudly Canadian and with a workforce of approximately 10,000 employees, the company operates the following top tier brands: Cineplex Odeon, Galaxy, Famous Players, Colossus, Coliseum, SilverCity, Cinema City and Scotiabank Theatres. Cineplex shares trade on the Toronto Stock Exchange (TSX) under the symbol "CGX". For more information, visit www.cineplex.com.

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