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Thank You Canada! CTV's CANADA IN A DAY Surpasses 11,500 Video Submissions Ahead of October 10 Upload Deadline

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For more information :

Matthew Almeida
matthew.almeida@bellmedia.ca

Christy Sullivan
christy.sullivan@bellmedia.ca

- Canadians can continue to upload their videos at CanadaInADay.ca until Oct. 10, 2016
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- CTV shares steps and key tips to make video uploads seamless –
- Footage filmed and submitted by Canadians across the country and around the world will be used to create a two-hour event broadcast to air in 2017 on CTV in celebration of Canada's 150th anniversary of Confederation –

TORONTO (October 3, 2016) – On Saturday, Sept. 10, 2016, Canadians from across the country and around the world turned the camera on themselves, filming moments from their lives, for CTV's

ground-breaking project [CANADA IN A DAY](#). Compared to similar “*In A Day*” projects from around the world, including the highly successful *Britain In A Day*, *Japan In A Day* and most recently *India In A Day*, Canadians have been some of the most enthusiastic supporters of the endeavor in the world.

With just a week left for people to submit their videos, the crowd-sourced project has already received more than 11,500 submissions, including footage from all provinces and territories and from 21 countries where Canadians are living or were visiting on Filming Day. Canadians can continue to upload their videos directly on the special’s website, [CanadaInADay.ca](#), until midnight in their respective time zone on **Oct. 10, 2016**.

Videos received so far includes drone footage of a sunrise over icebergs off the coast of Newfoundland and Labrador; a young woman from B.C. whose body rejected her heart transplant; a mother and daughter who talk about their husband/father who is away serving in the Navy; and a kids’ hockey team in Nunavut. From the ordinary to the extraordinary, footage submitted may be included in the final special set to air in 2017 on CTV in celebration of Canada’s 150th anniversary of Confederation.

“The response people have had to **CANADA IN A DAY** has been both exciting and overwhelming, and it’s been incredible to see the different ways Canadians captured their days for us,” said Director Trish Dolman. “From a single moment in someone’s life to people who filmed throughout their days, we’ve received footage that’s funny, poignant, inspiring, uplifting, and full of the everyday moments that make up the lives of people across this country. This is an extraordinary opportunity to capture who Canadians really are, and the response has been everything we hoped for.”

Below are steps and some key tips Canadians should follow when uploading their videos on [CanadaInADay.ca](#):

- **SIGN IN:** Everyone will be asked sign into the Video Upload form using their Facebook, Google, or Twitter account or as a Guest. Using Facebook, Google, or Twitter is convenient for users who plan to upload more than one video as profile details will be saved.
- **PERSONAL DETAILS:** Fill in personal details and accept the terms and conditions. Users will receive an email confirmation that they created a profile successfully.
- **SELECT VIDEO:** Upload and then submit the first video. Users must select the source where their video ‘lives’ (smartphone, tablet, laptop, or desktop computer), or from a video URL (YouTube™ or Vimeo). If users choose to upload via video URL, they must make sure the video link is not password protected. Canadians are only able to upload one clip at a time, but an unlimited number during each session.
- **VIDEO DETAILS:** While upload is still in progress, complete all the video details for the

selected clip – including who appears in the video, the time of day filmed, location, and language.

- **REVIEW:** Review the video details during the video summary step and then submit. For shorter videos, the upload could be completed before people finish the video details, but this needs to be complete. Submissions are final and cannot be edited or deleted.
- **CONFIRMATION:** A confirmation email will be sent for each video upload. If a confirmation email isn't received within 24 hours, email info@canadainaday.ca.
- **UPLOAD ANOTHER VIDEO:** Users will see the video listing of all their previously submitted videos. If Canadians have more than one video to share, they can select and upload another video. Canadians can upload only one video at a time as they have to complete video details for each submission.
- **FORMAT:** Videos must be uncompressed and unedited. This means original video footage filmed with a camera or smartphone. Videos should be in high definition, 1280x720p or higher. Supported formats include .avi, .m1v, .mkv, .mov, .movie, .mp4, .mpa, .mpe, .mpeg, .mpg, .mpv, .mxf, .mxu, .qt, .webm.

Additional uploading tips and information can be found at CanadainADay.ca. Producers will contact participants before March 1, 2017 if their video has been selected to be part of CTV's **CANADA IN A DAY**.

CANADA IN A DAY is inspired by the original award-winning Ridley Scott and Kevin Macdonald film, *Life in a Day*. Shot in 2010 and released in 2011, *Life in a Day* was the remarkable story of one day on Earth. The project garnered more than 80,000 submissions from around the world, and contained footage selected from more than 4,500 hours of deeply personal, powerful moments shot by contributors from Australia to Zambia – from the heart of bustling major cities to some of the most remote places on Earth. Since then, several countries have launched their own *In a Day* films, including Britain, Italy, Germany, Spain, India, and Japan.

CANADA IN A DAY is produced by Screen Siren Pictures Inc. in association with CTV, with the financial participation of the Canada Media Fund, Bell Fund, Creative BC, FIBC, and the Government of Canada. Executive producers are Scott Free Films, Trish Dolman, and Christine Haebler, with Trish Dolman producing and Michael Ghent co-producing for Screen Siren Pictures Inc. Switch United is the web producer and Innovate by Day is the Social Media producer.

For Bell Media, Danielle Pearson is Manager, Factual and Reality, Independent Production; Robin Johnston is Director, Factual and Reality, Independent Production; and Corrie Coe is Senior Vice-President, Independent Production. Mike Cosentino is Senior Vice-President, CTV and Specialty.

Randy Lennox is President, Broadcasting and Content.

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About Screen Siren Pictures Inc.

Established in 1997, Screen Siren Pictures is a leading independent film, television and digital media production company based in Vancouver, BC. We create innovative, award-winning feature films, documentaries and television. With a focus on international co-productions and partnerships, we bring creative energy and established local and international industry relationships to all projects.

President and founder Trish Dolman has been working in film and television for more than twenty years as an award-winning producer and a documentary director. In April of 2009 she joined forces with feature film veteran Christine Haebler as a producing partner. Known for excellence in production quality and fiscal management, Screen Siren has more than twenty productions to its credit and has produced for leading broadcasters around the world with completed titles premiering and winning awards at the major film festivals. Notable titles include *Hector and the Search for Happiness* starring Simon Pegg, Rosamund Pike, Toni Collette, Jean Reno and Christopher Plummer, as well as recent documentaries such as *Eco-Pirate: The Story of Paul Watson*.

About Bell Media Independent Production

Bell Media has commissioned some of Canada's most-watched and most-acclaimed original programming, working with the best Canadian independent producers in the country. Hit series commissioned by CTV include ratings success stories SAVING HOPE, MOTIVE, the record-breaking THE AMAZING RACE CANADA, and MASTERCHEF CANADA. Upcoming original series on CTV include CARDINAL and THE DISAPPEARANCE. Among the original scripted series on Bell Media pay, specialty, and streaming platforms are the internationally acclaimed ORPHAN BLACK, Space's

most-watched original series KILLJOYS, Bravo's award-winning and most-watched original drama 19-2, award-winning dramedy SENSITIVE SKIN, CraveTV's original series LETTERKENNY and RUSSELL PETERS IS THE INDIAN DETECTIVE, Discovery's upcoming drama FRONTIER, and Comedy's new satirical news series THE BEAVERTON. Discovery is also home to Bell Media's hit factual series HIGHWAY THRU HELL, COLD WATER COWBOYS, and CANADA'S WORST DRIVER, among others. Bell Media is one of the first media companies in North America to commit to producing all new scripted series in 4K.

About CTV

CTV is Canada's #1 private broadcaster. Featuring a wide range of quality news, sports, information, and entertainment programming, CTV has been Canada's most-watched television network for the past 15 years in a row. CTV is a division of Bell Media, Canada's premier multimedia company with leading assets in television, radio, digital, and Out-of-Home. Bell Media is owned by BCE Inc. (TSX, NYSE: BCE), Canada's largest communications company. More information about CTV can be found on the network's website at CTV.ca.

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