



WOMEN IN FILM & TELEVISION – TORONTO ANNOUNCES WINNER OF ASTRAL MEDIA MENTORSHIP

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WIFT-T is pleased to announce **Norma Mendoza** as the winner of the **2011 Astral Media Mentorship**.

Now in its fourth year, this national competitive program prepares one Canadian producer who is a visible minority, Aboriginal, or an individual with a disability for the Banff World Media Festival.

“WIFT-T is pleased to once again partner with Astral Media to offer this unparalleled opportunity for career development and professional growth,” says Heather Webb, WIFT-T Executive Director. “The Astral Media Mentorship will provide Norma with valuable insights, exposure and mentorship opportunities at a critical point in her career.”

Mendoza will spend one week meeting with Astral Media executives and working with industry experts to develop her marketing strategy and hone her pitch and presentation skills in preparation for the festival. She will also receive a festival bursary, including registration, airfare and accommodation in Banff.

“We are proud to be part of a program that supports Canada’s production community and reflects the diversity of today’s emerging filmmakers,” said Aubie Greenberg, Director, Original Programming, Movie Services, Astral Television Networks. “Our congratulations go out to Norma, and we look forward to playing a role in the mentorship and coaching process that will help her thrive in future endeavors.”

Working across various genres, Mendoza’s producer credits include Nickelodeon’s live-action TV series *Dino Dan*, as well as the Gemini Award-winning TVO series *The Ocean Room*. Most recently, she produced BITE TV’s comedy series *Papillon* and is currently in development on two international television series and two feature film projects.

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Women in Film & Television – Toronto (WIFT-T) is a not-for-profit professional organization that supports women in screen-based media—film, television and digital media—to build, advance and sustain their careers nationally and internationally. Our mission is to enhance the skills of our members so they can become significant decision-makers at all levels of the industry. This is achieved by providing access to high quality programming, mentoring, networking and industry events that recognize the talents and potential of women.

For more information, please contact:

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