

WIFT-T Announces Winner of CBC Business of Broadcasting Mentorship

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Toronto, ON - Women in Film & Television – Toronto (WIFT-T), in partnership with CBC Television, is pleased to announce **Shivanya Mulekar** as winner of the **2010 CBC Business of Broadcasting Mentorship**. The mentorship will be presented at the **Crystal Awards Gala Luncheon** on Monday, December 6, 2010 in Toronto.

This national competitive initiative gives an emerging, Canadian female producer/director the opportunity to receive creative and business support from CBC Television. Through a comprehensive week-long workshop, Shivanya will learn about production and broadcast components of short film and dramatic television production, and receive the opportunity to establish business and mentoring relationships with CBC drama staff.

“The Canadian public broadcaster is a fabulous place for Shivanya to learn how to broaden her skill sets,” says Sadia Zaman, WIFT-T Executive Director. “The CBC’s thoughtful approach to this mentorship ensures that Shivanya will land on her feet. We are grateful to the CBC for providing this professional development opportunity.”

A television producer from Mumbai, India, **Shivanya Mulekar** has worked extensively as a production executive with top Mumbai broadcasters Zee TV and Star Plus. There, she created television drama series for a vast range of audiences and was also involved in developing ground-breaking content for children’s programming. The experience helped her understand how television is an integral part of Indian life, and contributed to a major content revolution in the Indian industry.

“We’d like to congratulate Shivanya and welcome her to the **CBC Business of Broadcasting Mentorship**,” says Christine Wilson, Interim General Manager of CBC Television. “Her practical experience, along with an international perspective drawn from years within India’s vibrant television industry, will complement our own focus on real world approaches to the business challenges of the Canadian market. We expect to learn a few things from her as well.”

Shivanya plans to use her unique experience to develop shows for Canadian audiences, as well as co-production opportunities between Canada and India. She holds a Master’s degree in Communication Media from Pune, India.

For more information on the **2010 CBC Business of Broadcasting Mentorship**, please visit www.wift.com.

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Women in Film & Television – Toronto (WIFT-T) is a not-for-profit professional organization founded in 1984. WIFT-T supports women in screen-based media (film, television and digital media) to build, advance and sustain their careers nationally and internationally. WIFT-T does this through high quality, hands-on programming, mentoring, networking and industry events that recognize the talents and potential of women. Our mission is to enhance the skills of our members so they can become significant decision-makers at all levels of the industry. For more information, please visit www.wift.com.

For more information, please contact:

Katy Swailes

Communications Officer

Women in Film & Television – Toronto (WIFT-T)

(416) 322-3430 ext. 226

kswailes@wift.com