

Women in Film & Television – Toronto Announces 2010 Crystal Award Winners

For Immediate Release
October 5, 2010

Toronto, ON - Women in Film & Television – Toronto (WIFT-T) is pleased to announce the winners of the **2010 Crystal Awards**. The awards will be presented at a gala luncheon on Monday, December 6 at the Fairmont Royal York in Toronto.

“This year, the jury chose a documentary maker with a focus on difficult social justice issues, an agent who consistently champions and mentors women writers, and an entrepreneur who continues to blaze trails during a very daunting time in the screen-based industry,” says Sadia Zaman, WIFT-T Executive Director. “Despite huge odds, all three women remain committed to a creative, vibrant industry that supports all of us. It is an honour to be able to recognize their work with a Crystal Award.”

The **2010 Crystal Award** winners are:

Outstanding Achievement Award

LAURIE MAY, Co-President & Co-Founder, Maple Pictures Corp.

Creative Excellence Award

SHELLEY SAYWELL, Filmmaker & President, Bishari Films

Mentorship Award

LESLEY HARRISON, President, Harrison Artist Management

Biographies and photos are available at www.wift.com.

Crystal Award winners are selected by an independent jury of screen-based industry professionals. WIFT-T would like to extend a sincere thank you to members of the 2010 jury: **Tassie Cameron, Kit Redmond, Ana Serrano** and **Barb Williams**.

Tickets for the **2010 Crystal Awards Gala Luncheon** are on sale now. Please complete the Ticket Order Form (attached) or visit www.wift.com to download the form.

The annual **Crystal Awards** bring together industry, government and media professionals from across the country to recognize the extraordinary achievements of Canadian women in screen-based media. Established in 1988, the **Crystal Awards** are acknowledged today as one of the industry’s most prestigious accolades.

More than 100 remarkable women and men have received a Crystal Award, including many of today's senior executives and industry leaders—a testament to the impact of women on the Canadian screen-based industry and the global entertainment community at large. Click here for a full list of **Crystal Awards Alumni**.

-30-

Founded in 1984, 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. WIFT-T achieves 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, visit www.wift.com or contact:

Katy Swailes
Communications Officer
Women in Film & Television – Toronto (WIFT-T)
(416) 322-3430 ext. 226
kswailes@wift.com