

# CONCRETE

September 23, 2010

**FOR IMMEDIATE RELEASE**

**CONCRETE brands Muskoka's first film festival.**



Film North – Canada's newest film festival, and Muskoka's first international film festival – begins today in Huntsville, Ontario. The festival presents a rare opportunity for local residents and visitors to experience a wide range of emerging independent international and Canadian films.

“We wanted to present the festival, and the town of Huntsville, as an unpretentious, welcoming place for young talent from around the world” remarked Diti Katona, Founding Partner at Concrete. “Part of the Canadian psyche, is the ability to make fun of ourselves. We wanted to take the standard festival imagery – like the Cannes laurel leaves – and put a tongue-in-cheek, Canadian spin on it.” “We also wanted to leverage the Founder’s (Lucy Wing) history in the area, so we included some old family cottage photos in the advertising campaign,” added the lead designer on the project, Jordan Poirier.

Lucy Wing, festival Founder and President, explained the relationship, "About two years ago, Romina Tina Fontana, Concrete's Managing Director, introduced me to Founding Partner, Diti Katona. After hearing the details of our plan, Concrete became excited about the project and offered to help with the branding - and 'Film North' was born. This was a tremendous coup for us, and the new branding has enhanced the direction of Film North and the very essence of who we are. The monetary value of this contribution is so much more than we ever could have afforded. We can now be perceived as clever and unique, not just another ordinary festival, and promote ourselves on an international stage. We are truly grateful for Concrete's tremendous contribution."

Dozens of films will be presented as part of the complete line-up for the 2010 inaugural season being held in Huntsville, Ontario. The festival begins today and runs through Sunday.

To find out more visit: [filmnorth.net](http://filmnorth.net)

To view the festival trailer visit: [concrete.ca](http://concrete.ca)

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# FILM IS GOING NORTH

JOIN US FOR  
MUSKOKA'S FIRST INTERNATIONAL  
FILM FESTIVAL

THE ALGONQUIN THEATRE  
HUNTSVILLE, ONTARIO  
SEPTEMBER 23RD - 25TH, 2010

EVENTS, INFORMATION AND TICKETS  
AVAILABLE ON [FILMNORTH.NET](http://FILMNORTH.NET)





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A large banner with a background image of a lake and evergreen trees. The text is centered and reads:

JOIN US FOR  
MUSKOKA'S FIRST INTERNATIONAL  
FILM FESTIVAL  
THE ALGONQUIN THEATRE  
HUNTSVILLE, ONTARIO  
SEPTEMBER 23<sup>RD</sup>-25<sup>TH</sup>, 2010  
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