



# MEDIA ADVISORY

FOR IMMEDIATE RELEASE

MAY 31, 2010

## Actors rally to tell Canadian broadcasters to “BUY CANADIAN”

Fresh back from their annual cross-border American programming shopping spree, Canadian broadcasters are set to unveil their fall TV schedules this week. Canadian actors plan to deliver them this homecoming message: BUY CANADIAN!

What: ACTRA rally, outside Global TV's "upfronts" press conference

Date: Tuesday, June 1, 2010

Time: 2:15 - 3:00pm EST

Where: Outside the Hazelton Hotel, 118 Yorkville Ave., Toronto

Canadian broadcasters are annually spending hundreds of millions of dollars on Hollywood programs that can already be seen on American networks, while squeezing Canadian TV off their schedules. The CRTC's new March numbers show that their spending on foreign programming has soared to a record high: \$846.3 million, and a 3.3% spending decrease on Canadian programs.

ACTRA (Alliance of Canadian Cinema, Television and Radio Artists) is the national organization of professional performers working in the English-language recorded media in Canada. ACTRA represents the interests of 21,000 members across Canada.

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**Contact:** Carol Taverner, ACTRA: 416.644.1519, cell 416.768.3336, [ctaverner@actra.ca](mailto:ctaverner@actra.ca)

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#### Alliance of Canadian Cinema, Television and Radio Artists

##### ACTRA National Office

625 Church Street · Suite 300 · Toronto ON M4Y 2G1

Toll free 1-800-387-3516 · Tel (416) 489-1311

Fax (416) 489-8076 · E-mail [national@actra.ca](mailto:national@actra.ca) · [www.actra.ca](http://www.actra.ca)

Affiliated with the Canadian Labour Congress (CLC)

and the International Federation of Actors (FIA)

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