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Contact:
Patti Kendall
Director, Marketing & Events
Blue Mountain Village Association
705-445-0231 x6646
pkendall@bluemountainvillage.ca
www.bluemountainvillage.ca

BLUE MOUNTAIN VILLAGE LAUNCHES BLUE MOUNTAIN FILM FESTIVAL

VETERAN FILM EXECUTIVE HELEN DU TOIT NAMED AS EXECUTIVE & ARTISTIC DIRECTOR



Blue Mountains, Ontario. December 9, 2021 ---

Dec 9, 2021 – Blue Mountain Village, Southern Ontario’s premier four-season destination, today announced the launch of Blue Mountain Film Festival (BMFF) led by veteran film executive, Helen du Toit in the role of Executive & Artistic Director. Sponsored by Blue Mountain Resort, BMFF invites film-lovers and filmmakers to connect, be inspired and escape into the mountains to enjoy the very best in international and Canadian cinema. The festival will take place June 1-5,

2022 at the Blue Mountain Village Conference Centre with programming details to come in the new year. Details can be found at www.bluemtnfilmfest.ca.

Inspired and curated by du Toit, BMFF plans to programme up to 25 feature films from across the globe -- with a spotlight on Ontario productions -- and welcoming international and Canadian filmmakers to showcase their latest projects to film savvy audiences. The Festival also offers international and domestic film industry professionals the opportunity to come together and share ideas in an idyllic setting during its Creative Forum taking place from June 1 to 3.

“When I first stepped foot in Blue Mountain my immediate thought was what an incredible location it would be to host an intimate film festival. Such a unique place calls for a unique experience,” said Helen du Toit. “I am honoured to be part of the team launching BMFF and to curate a diverse program with the best films from around the world and Canada for audiences hungry for inspired storytelling. I am equally as excited to bring together international and Canadian film creators to share ideas, inspiration and future trends for our industry. Most of all, I can’t wait to be part of a new community of film lovers, and to share the experience of discovery and excitement that only films can provide.”

“Blue Mountain has long been known to visitors as a desired destination nestled in the majestic Niagara Escarpment on the shores of Georgian Bay bursting with music, food, culture and outdoor adventure, all within walking distance. South Georgian Bay is a cultural hub for a community of artists, makers, and creators. Adding BMFF to our existing schedule of events is a unique opportunity to offer cinephiles from near and far the opportunity to experience an enlightening getaway in the intimate setting of the Village,” said Andrew Siegart, President, Blue Mountain Village Association. “With Helen at helm bringing her depth of expertise and breadth of experience in film and festivals, BMFF is the perfect complement to our year-round music and event programming.”

Over the past three decades Helen du Toit has worked in the film industry in a variety of roles giving her a unique perspective. From curating international film festivals to developing and producing film & television to directing related media industry events, forums, and think tanks, du Toit has developed and perfected a broad range of skills.

As Artistic Director of the Palm Springs International Film Festival for over a decade, du Toit’s leadership was instrumental in building a committed and loyal audience, with Palm Springs ranking as the 3rd best attended Festival in the U.S. Equally passionate about story and talent development, du Toit produced multiple editions of the Toronto International Film Festival’s Talent Lab and served as Creative Director of Vancouver IFF’s Film & TV Forum.

Producer on various award-winning projects, du Toit was the U.S. co-producer on Mark Cousins’ critically acclaimed 15-hour documentary *The Story of Film: An Odyssey*. She also developed an Italian-Canadian co-production based on John Berger’s novel *To the Wedding* to be directed by award-winning director Andrea Pallaoro.

Helen du Toit is a Member of both the Academy of Motion Picture Arts and Sciences and the Academy of Canadian Cinema and Television.

About the Blue Mountain Village

Between the foot of the Niagara Escarpment's scenic Blue Mountains and the rugged shores and crystal-clear waters of Georgian Bay, the picturesque Blue Mountain Village is Southern Ontario's premier four-season destination. A cobblestoned pedestrian village framed by turn-of-the-century Ontario architecture, the Village offers a wide variety of family accommodations, award-winning festivals and events, over 50 unique shops and restaurants, Iwa Spa, and much more. For travel advisories and a complete listing of Village events, please visit www.bluemountainvillage.ca.

About Blue Mountain Resort

Blue Mountain Resort is Ontario's largest mountain resort. Winter at the Resort boasts 43 ski and snowboard trails across 365 skiable acres, enhanced by a world-class snowmaking system. Summer months offer a variety of activities including golfing at Monterra Golf, playing on the attractions in the Adventure Park, and hiking or biking in the 30km trail network in the Explore Park. At the base of the Mountain, guests can enjoy a stay in one of the 1,000 luxury accommodation units in the pedestrian Village. With 53,000 square feet of state-of-the-art conference space, Blue Mountain caters year-round to groups and special events. Blue Mountain is owned by Alterra Mountain Company. Visit www.bluemountain.ca for more information.

For more information please contact:

Jane Ranjan, Touchwood PR

jane@touchwoodpr.com