

## MESSAGE FROM OUR PARTNER

Humans have always told stories.

It is one of the things that helps distinguish us from other creatures. Gathered around the campfires in the evenings, long before radio or television was invented, people told stories to one another. Stories are used to pass on real events, history and family connections, and also to entertain. They are used to teach children and to hand down values and customs from generation to generation.

To tell stories is to participate in one of the most ancient—and important—human customs. Whether through feature-length films, music videos or cutting-edge documentaries, The Harold Greenberg Fund exists to support talented and creative Canadians in their quest to share our nation's stories, giving Canada a voice both within and beyond its borders.

Though unquestionably one of the most important and powerful means of cultural expression, audiovisual media are also some of the most costly. To help offset these costs, The Fund has devoted more than \$70 million to support the creation of a wide range of films and programs, from concept to the finished product, enjoyed by moviegoers or television viewers from coast to coast. I'm referring to projects such as *One Week*, *Cairo Time* and *Barney's Version*, supported by our English-Language Program, as well as to *La donation*, *1981* and *Incendies*, supported by our French-Language Program.

We are convinced that the success of the Canadian film and television industry depends on an essential balanced mix of private and public funding. Our ongoing commitment to participating in this funding, and to enabling inspired Canadians to share their stories, is in itself a story that we at Astral Media and The Harold Greenberg Fund are very proud to be a part of.



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