

***** FOR IMMEDIATE RELEASE *******Contact:**Daniel Wilson, E-mail: daniel@grandslampictures.com, Cell: 647-238-5425More info: www.IHateTorontoMovie.com & www.GrandSlamPictures.comMore info on IMDB: [I Hate Toronto: A Love Story](#) & [Daniel Wilson \(V\)](#)More info on Youtube: <http://www.youtube.com/makingoftoronto>

Toronto Producer Launches *30 Day Campaign to Change the Canadian Movie Industry*

Producer of *I Hate Toronto: A Love Story* Says the Current Model of Moviemaking in this Country is Broken and Needs to be Fixed

Toronto, Canada—January 16, 2012 – Producer Daniel Wilson of Grand Slam Pictures announced today the launch of a new ‘street and social media’ marketing campaign entitled the **30 Day Campaign to Change the Canadian Movie Industry**. The “current model of moviemaking in this country appears to be broken and it’s time to face that fact”, says Wilson. The **30 Day Campaign** is designed to raise awareness of this fact and to promote Wilson’s new movie *I Hate Toronto: A Love Story* which he believes could “serve as a model for how movies should be made and marketed in this country.”

Each day from January 16th to February 14th, Grand Slam Pictures will release a provocative new ‘postcard’ promoting the **30 Day Campaign** on the movie’s web site: www.IHateTorontoMovie.com. Additionally, a team of street marketers will hand out the postcards on the streets of Toronto. Wilson says, “I believe Torontonians will come out and support a movie proudly set in their own city and I think they are sick of movies that have the CN Tower in it, but are set in Chicago. So we’re going to spend the next 30 days making Torontonians aware of our movie. I really believe this is the solution to all our movie issues: we just have to make movies about our own culture that people want to see. Not just hockey musicals, but real movies about our own culture.”

Wilson connects this to the larger issues facing the Canadian movie industry: “There are two giant elephants in the room when it comes to the English-speaking Canadian movie industry. First, our movies just don’t seem to appeal to English-speaking Canadians, and second, the existing distribution model seems to reward these movies which inevitably end up losing money”, says Wilson.

Wilson will expound on the **30 Day Campaign** message on his Youtube channel, [MakingofToronto](#), to explain in greater detail his remedy for the Canadian movie industry. This Youtube channel already has a complete video log of the making of the movie, which started in January 2011, and which had its world premiere in September 2011 at the Toronto Independent Film Festival, where it was an official selection. The **30 Day Campaign** will culminate with a 5-day initial theatrical run for *I Hate Toronto: A Love Story* at the Underground Cinema at 186 Spadina Avenue in Toronto from February 10th to 14th. Shows will be at 4:30, 7:00 and 9:30 each day, with a Q&A to follow with the filmmakers after each 7:00 show.

Grand Slam Pictures is a motion-picture production company based in Toronto, Canada committed to creating prestige movies that are powerful, provocative and inspiring. Grand Slam Pictures was officially launched in 2009 at the Cannes Film Festival. The company is owned by Toronto-based writer/producer/director Daniel Wilson. This is his fourth feature film. Wilson is currently in the financing phase of his fifth and sixth features. He produced and directed his first four features, and wrote three of them.