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Contact:

Daniel Wilson, Grand Slam Pictures

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 \(V\)](#)

Tiny Toronto Movie Takes on the Canadian Movie Industry this Valentine's Day

Movie's Producer Wants To Provide An Example of How Movies Could be Made and Marketed in Canada

Toronto, Canada—February 6, 2012 – Grand Slam Pictures announced today that its movie *I Hate Toronto: A Love Story* will have a 5-day theatrical run 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 7:00pm show.

The movie is written and directed by Toronto-based writer/director Daniel Wilson, and it stars [Al Miro](#) and [Amy Clare Lockwood](#). Wilson, who also produced, is trying to "find a new model for making and marketing movies in Canada" because he believes the current one is broken. "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.

What exactly is this new model for making and marketing movies? First, we have to make really great movies that "feature our own English-speaking Canadian culture, and I mean real culture and real people, no more hockey movies". Wilson believes he has done this by proudly setting his movie in Toronto, after years and years of seeing so many movies "with the CN Tower in it that are set in Chicago".

I Hate Toronto is set in and around the city, with key events taking place on the Don Valley Parkway, Riverdale Park and a bookstore on Queen Street. "People warned me not to set it in Toronto, saying that would make it less marketable. Which seems kind of off if you really think about it. Would that happen in any other city?"

Second, proudly making great movies about our own culture should solve the problem of the Canadian box office where now less than 5% of it is made up of Canadian movies. "Let's just do what they do in Quebec: make great movies about our own culture and that will give audiences a reason to come see them."

Grand Slam Pictures is a motion-picture 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.