

For Immediate Release: March 3, 2013

**AWARD-WINNING DIRECTOR KATE MELVILLE
GOES BACK TO SCHOOL WITH FIRST FEATURE, *PICTURE DAY*,
AS PART OF REEL CANADA TOUR**

Website: www.picturedaythemovie.com

PRESS MATERIALS: <http://picturedaythemovie.com/press-kit> *Broadcast-quality HD clips and screeners available upon request*

Toronto. March 4, 2013. Kate Melville, writer-director of the award-winning feature film *PICTURE DAY*, will be touring GTA high schools with a workshop about the making of the film designed especially for secondary students.

The tour is being organized by REEL CANADA, which introduces students across the country to Canadian film. Beginning March 4 and running up to the release of the film in May, the tour will reach more than a dozen TDSB schools. Melville will present selected scenes from the film and discuss the challenges of bringing her low-budget story to the screen.

Melville's feature debut, *PICTURE DAY* premiered at the Toronto International Film Festival in 2012, and subsequently was recognized with the \$15,000 Borsos prize for Best Canadian Film at the Whistler International Film Festival, where lead actress Tatiana Maslany also picked up the award for Best Performance. Maslany picked up another Best Performance (Female) prize at the recent ACTRA Awards held last weekend in Toronto.

"I'm so thrilled to share my story with high school students," says Melville, "I grew up in this city, and I wanted *PICTURE DAY* to be an authentic and funny view of adolescence in Toronto."

Especially exciting for Melville is the chance to engage the students of Don Mills Collegiate, where some of the film was actually shot. "I think it'll be fun for the students to see their own high school starring in a movie," she says. (Melville will be delivering the workshop for Don Mills students on **Wednesday, March 6.**)

For REEL CANADA, the tour is an opportunity to take advantage of its extensive network of educators to raise awareness about a new Canadian film in advance of its release. Jack Blum, REEL CANADA's Executive Director, says, "The whole point of what we do is to introduce young people to the fantastic work of our Canadian filmmakers, work that they would otherwise not hear about over the din of the Hollywood promotion machine. This is a perfect opportunity for us – a great little film in which Canadian students will see their own lives reflected back to them."

Picture Day stars Tatiana Maslany, named one of the 2012 TIFF Rising Stars and the 2010 Sundance Special Jury Prize winner, for her breakout performance in *Grown Up Movie Star* [*Orphan Black* (Space/BBC America), *Cas & Dylan*, *The Vow*]; Spencer Van Wyck (*Degrassi: The Next Generation*); Steven McCarthy (*Good God*, *An Insignificant Harvey*, lead singer of The

ElastoCitizens); stand-up comic Mark DeBonis (2011 winner of Yuk-Yuk's Great Canadian Laugh Off); and Susan Coyne (*Less Than Kind, Slings & Arrows*). **Picture Day** is based on a screenplay written by Melville (*Degrassi: The Next Generation, Endgame, Being Erica*).

Forced to repeat her senior year of high school, Claire's (Maslany) reputation is sliding from badass to bad joke. Armed with an acid tongue and shielded by ever-present headphones, Claire locks onto the only student clueless to her sordid rep: Henry (Van Wyck), a nerdy freshman she used to babysit. At night, Claire escapes to raucous concerts where she catches the eye of 33-year-old Jim (McCarthy, frontman of The ElastoCitizens), a would-be rock star who feeds on young fans' adoration. Jim leads her into an intoxicating world of hard-partying musicians, while at school, Claire takes Henry under her wing. She reinvents her dorky friend as the mysterious rebel, throwing Henry's life into hilarious turmoil. As Claire dances across the surface of these relationships, she eventually learns hard lessons about the difference between sex, intimacy, and friendship.

Picture Day is produced by Lauren Grant (*Savage, A Window Looking In*), Peter Harvey (*Seven Sins: Greed*) and Kate Melville, co-produced by Aeschylus Poulos (*Inescapable, Molly Maxwell*), and executive produced by Daniel Iron (*Inescapable, Bang Bang Club, Cairo Time, Away From Her*). Cinematography by Celiana Cárdenas (*Foreverland, No eres tú, soy yo*), editing by Dev Singh (*An Insignificant Harvey, The Last New Year*) with production design by Brian Garvey (*Prick*), costume design by Megan Oppenheimer (*Cancel Christmas, The Santa Suit, Re-Wire*) and music supervision by Danielle Holke.

Picture Day is a Snitch Pictures production and is produced with the financial participation of Telefilm Canada and The Harold Greenberg Fund, in association with The Movie Network, and Astral Media Network and Movie Central. PICTURE DAY is distributed in Canada by Mongrel Media.

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