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INTERVIEW with game-changer Avi Federgreen about INDIECAN (PODCAST)

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News broke in November that Producer Avi Federgreen, famous for his films **Score: A Hockey Musical** that launched the 2010 Toronto International Film Festival, **One Week** starring Joshua Jackson which quickly became a Canadian classic and **Leslie, My Name Is Evil** which was called a "Campy psychedelic romp" by the New York Times, the upcoming features **I'm Yours** starring Rossif Sutherland and **Moon Point**, has done the unimaginable and created a new Distribution company for Canadian films called IndieCan.

This may not seem like news to your average viewing public but you get the idea that this is a slightly epic announcement when words like "game-changer" starts being banded about. In truth, with this simple announcement that a new distribution company, with the goal of getting Canadian films with a budget of 1.25 million dollars or less to Canadian audiences, Federgreen is the harbinger of bringing talented independent filmmakers to the forefront.

The sense of excitement, nervousness and an unenviable amount of blood, sweat and tears seems to be virtually hanging in the air for a couple of reasons. And yet, Canadian films with a million dollar or less budget is an innovative trend where incredible films are being engineered by visionary first-time filmmakers. Potentially missed by bigger distribution giants, these are the types of films that made audiences rush to the theatres to see films like Britain's **The Full Monty** and the U.S.'s **Little Miss Sunshine**. Who knows, similar films may be hovering just under the surface in Canada awaiting a distributor like IndieCan to invest a little interest, dedication and love into the project. After all, Federgreen says he is doing this for love and not the bottom line, of course this isn't a pre-fabricated response, making films in Canada have to be done out of love and a lot of bravery. We suspect Federgreen has just enough of those elements invested in IndieCan to make him a visionary of Canadian Indie films.

We interviewed Avi Federgreen recently extensively to find out what his ideas, goals and objectives of IndieCan are and how he is going to bring a vibrant new collective of Canadian films to Canadian audiences....



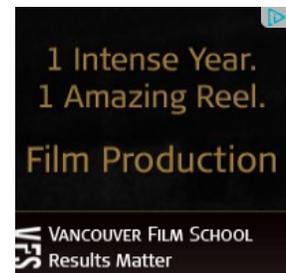
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