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# REEL THANKSGIVING CHALLENGE 2017

## B.C. FILM PRODUCTIONS PARTICIPATE IN THE 2017 REEL THANKSGIVING CHALLENGE FOR A NEW RECORD!

Thursday, October 12th 2017

Film & Television productions across British Columbia had a ratings war of a different kind as they lined up against one another in support of the Greater Vancouver Food Bank: The 5<sup>th</sup> Annual Reel Thanksgiving Challenge 2017!

This year industry sponsors supported local productions to raise a grand total of **\$207,787.73** in funds and food for the Greater Vancouver Food Bank. This breaks all previous records and goes to show the great support and generosity the film industry provides to the community. Here are the winning top 5 productions:

1. <b>The Man in the High Castle</b>	cash raised \$35,405 food value \$0 (0 lbs.)	<b>Total: \$35,405.00</b>
2. <b>Life Sentence</b>	cash raised \$17,215 food value \$1,337.50 (535 lbs.)	<b>Total: \$18,552.50</b>
3. <b>The X Files</b>	cash raised \$13,436.75 food value \$140 (56 lbs.)	<b>Total: \$13,576.75</b>
4. <b>Supergirl</b>	cash raised \$13,283 food value \$230 (92 lbs.)	<b>Total: \$13,513.00</b>
5. <b>Untitled Robert Zemekis Project</b>	cash raised \$11,107.70 food value \$712.50 (285 lbs.)	<b>Total: \$11,820.20</b>

Funds Raised – **\$196,280.23!**

Food Raised – 3933 pounds at \$2.50/lb. = **\$9,857.50!**

Special thanks and honours go to our top 5 challenge winners. Along with Food Bank President Aart Schuurman Hess, industry ambassadors will be presenting the winners with trophies and certificates of achievement on **Tuesday October 17<sup>th</sup>**.

The two-week fund and food-raising challenge eclipsed the previous four year's fundraising totals to inject a bit of fun into a busy filming schedule. 2017 was the 5<sup>th</sup> annual Reel Thanksgiving Challenge. Previously, in 2016 we raised \$156,830 in much needed funds and food; in 2015 we raised \$87,133.50; in 2014 we raised \$63,652.40; and in and in 2013 we raised \$55,551.75. That's over \$570K raised so far!

**Aart Schuurman Hess, CEO of the Greater Vancouver Food Bank, says:**

*"It doesn't happen often that I do not know what to say or how to thank people. REEL Thanksgiving, without a doubt is our largest fundraiser! To raise over \$200,000.00 in 10 days is beyond my comprehension. To see it become a reality is just awesome, fantastic and a hat off for all in the film industry in Vancouver and the Lower Main Land. ...We crossed the finish line well beyond a number I could only dream off. Well done ALL!"*

TV Series **"The Man in the High Castle"** picked up this year's industry win after pulling in an astounding \$35,405.00 in funds and food donations, blowing away the competition....

