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WORLD PREMIERE OF HOW TO FAIL AS A POPSTAR + SO MUCH MORE...

...GREASE Screening, Bands and Food Trucks at Family-Friendly LOT58; Virtual Reality & Video Games at CIFF 2023

Calgary, AB - The Calgary International Film Festival, presented by connectFirst Credit Union, is coming together with CBC for the World Premiere screening of CBC Gem's HOW TO FAIL AS A POPSTAR, followed by a Q&A with director Vanessa Matsui and creator Vivek Shraya, and a musical performance by Shraya, on **September 29**. This is one of many special events that are part of this year's lineup, which also includes LOT58, a family-friendly party and screening of GREASE at Eau Claire's South parking lot, Video Games, and Virtual Reality offerings, to name but a few.

"It's exciting that over the past few years we've expanded our film programming to include screenings of major television shows, such as the upcoming world premieres of HOW TO FAIL AS A POPSTAR and HEARTLAND's 250th Episode," said Steve Schroeder, CIFF's Executive Director.

"The addition of musical events, fun off-screen celebrations, and programming that supports our film lineup helps reach a widening audience, and creates a whole new level of engagement. We are growing the festival and inviting Calgary to join us for once-in-a-lifetime experiences that make this festival and our city so unique."

HOW TO FAIL AS A POPSTAR

WORLD PREMIERE, CBC GEM ORIGINAL

September 29, 2023 at 8 p.m. / Red Carpet at 7:30 p.m.

Eau Claire Cineplex Odeon

Hosted by Chris dela Torre, host of CBC Calgary's Radio One *The Homestretch*

What happens when a star isn't born? An adaptation of Vivek Shraya's hit play and subsequent book, the CBC Gem original shortform series HOW TO FAIL AS A

POPSTAR answers this question with hilarity, vulnerability, imagination, and of course, music.

The series tracks the journey of Vivek, a young queer brown boy from Edmonton as he tries (and fails) to achieve pop stardom – from the perspective of the now 40-something trans feminine multidisciplinary artist that boy became. Starring Shraya, Adrian Pavone (Star Trek: Discovery), and Chris D’Silva (The Handmaid’s Tale). Written by Shraya and directed by Vanessa Matsui (Son of a Critch) with Shraya co-directing one episode. The series is produced by Sphere Media with the financial participation of the TELUS Fund, the Bell Fund, and the Shaw Rocket Fund.

Following the screening of the first three episodes, Chris dela Torre, host of CBC Calgary Radio One’s The Homestretch, will host a Q&A with Vanessa Matsui and Vivek Shraya, followed by a musical performance by Shraya.

“As a Calgarian who has been enthusiastically attending the festival for years, I’m so thrilled that the world premiere of HOW TO FAIL AS A POPSTAR will be at CIFF! The series also starts in Alberta, where I was born and raised and where my popstar journey began, so the setting of this premiere feels extra special,” said Vivek Shraya, HOW TO FAIL AS A POPSTAR creator.

ABOUT VIVEK SHRAYA

Vivek Shraya is an artist whose body of work crosses the boundaries of music, literature, visual art, theatre, TV, film, and fashion. She is a Canadian Screen Award winner and a Polaris Music Prize nominee, and her best-selling book *I’m Afraid of Men* was heralded by Vanity Fair as “cultural rocket fuel.” She is also the founder of the award-winning publishing imprint VS. Books, which supports emerging BIPOC writers. Vivek has been a brand ambassador for MAC Cosmetics and Pantene, and she is a director on the board of the Tegan and Sara Foundation.

Following the World Premiere at CIFF, all episodes of HOW TO FAIL AS A POPSTAR will be available to stream for free in Canada beginning Friday, October 13 exclusively on [CBC Gem](https://www.cbc.ca/gem).

Tickets for HOW TO FAIL AS A POPSTAR: <https://ciff2023.eventive.org/schedule/64d2fab20ddea50033ac83f0>

LOT ‘58

Presented by connectFirst Credit Union

September 23, 2023 from 4 - 10 p.m. // GREASE Screening at 8 p.m.

Free Family Friendly Event // Eau Claire Market South Parking Lot

With a free 1950s themed party for the whole family, CIFF is taking over the Eau Claire Market parking lot with food trucks, featuring Calgary Mini Donuts, Savino

Pizza, and Neon Tacos, beer gardens, live music, the second-annual Red car-PET, and an outdoor screening of GREASE - but no outdoor party is complete without fireworks to end the night!

Performances include Francheska Dynamite, DJ Mountain Kane, Big Rig, Rondel Roberts Band, and Liquor Mountain. The Red Car-PET begins at 5:45 p.m., so bring your furry friends down for a professional photo from CIFF's Puparazzi, and receive a pet bandana courtesy of connectFirst.

"Eau Claire has been a staple in the core of this amazing city for decades and has seen so much change around it, yet it's remained a pillar of community building and place-making. We're looking forward to paying homage and having a lot of fun at this 50s themed event, so we'd encourage all the festival goers to stop by and participate," says Bob Webb, chief people, culture & brand officer at connectFirst Credit Union.

"We are excited to have our infamous claw machine at the event for your chance to win some prizes and spend some time enjoying the space while we can," says Bob Webb, chief people, culture & brand officer at connectFirst Credit Union.

Bring your chair, your kids, and your pets for a fun-filled day! (Please Note: Bleacher seating will be available on a first come first served basis).

GREASE will screen at 8 p.m.

BARCODE XR

Opening & Reception September 22, 2023 from 8 - 10 p.m.

BarCode XR - Eau Claire Market 1st Floor

BarCode XR is a licensed lounge that will be the place for CIFF fans to enjoy a variety of multimedia experiences. We're bringing all the action and adventure to Eau Claire Market with an impressive lineup of video games, programmed experiences and virtual reality pieces including award-winners from SXSW, Tribeca, Venice and more! Stay tuned to CIFF's website for more information and details on this year's video games and virtual reality offerings, coming soon!

CIFF VIDEO VAULT

Presented by connectFirst Credit Union

The CIFF Video Vault is back, bringing audiences to a classic video store with an interactive and nostalgic way to view CIFF's film schedule and see what's coming up, with claw machine giveaways from connectFirst Credit Union.

ADDED SPECIAL PRESENTATION

THE ROYAL HOTEL, Directed by Kitty Green (Australia)

In this thriller, two young women who run out of cash while backpacking across Australia must take jobs in a remote outback pub to fund their trip home. *Alberta Premiere.*

PREVIOUSLY ANNOUNCED SPECIAL EXPERIENCES

THE HUNCHBACK OF NOTRE DAME W/LIVE SCORE BY CHAD VANGAALLEN (PERFORMING AS BLACK MOLD)

HEARTLAND - World Premiere of Season 17 & the 250th Episode

Single tickets go on sale September 7, 2023.

<https://ciff2023.eventive.org/welcome>

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CIFF | Calgary International Film Festival

September 21 - October 1, 2023

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About the Calgary International Film Festival

Founded in 2000, the Calgary International Film Festival (CIFF) is a not-for-profit charitable organization that brings films and filmmakers from around the world to Calgary for its annual Fall festival and year-round programming. CIFF is now the largest event of its kind in Alberta, bringing audiences together for remarkable and engaging cinematic experiences. CIFF is proud to present its festival from September 21 - October 1, 2023 with in-cinema screenings, celebrating stand-out stories and offering once-in-a-lifetime experiences.

ABOUT CBC/RADIO-CANADA

CBC/Radio-Canada is Canada's national public broadcaster. Through our mandate to inform, enlighten and entertain, we play a central role in strengthening Canadian culture. As Canada's trusted news source, we offer a uniquely Canadian perspective on news, current affairs and world affairs. Our distinctively homegrown entertainment programming draws audiences from across the country. Deeply rooted in communities, CBC/Radio-Canada offers diverse content in English, French and eight Indigenous languages. We also deliver content in Spanish, Arabic, Chinese, Punjabi and Tagalog, as well as both official languages, through Radio Canada International (RCI).

CIFF Thanks their Presenting Partner



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