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ANNOUNCING connectFIRST CREDIT UNION AS CIFF'S NEW PRESENTING PARTNER

Calgary, AB - The Calgary International Film Festival is thrilled to announce connectFirst Credit Union as the Festival Presenting Partner for CIFF 2022 from September 22 - October 2, 2022.

"connectFirst's support of CIFF at this level is incredibly meaningful. We're living through a time of relentless change. Film and the arts have never been more important to the health, healing and vibrancy of our city and world. Their support shows a confidence and enthusiasm for community building that is incredibly humbling," said Steve Schroeder, CIFF's Executive Director.

This partnership allows for two strong Alberta organizations to work together to foster talent and build community in our city and province, while enhancing CIFF's ability to program an exciting and compelling film experience that supports the booming film industry in Alberta.

"At connectFirst, we're so passionate about supporting Albertans to help make their dreams come true. Whether it's starting a business, buying a house, or even making a movie, we want to be part of Albertans' stories," said Wellington Holbrook, CEO of connectFirst Credit Union.

"We are incredibly excited to be the presenting partner for CIFF this year to support local filmmakers and the creative industries in Alberta. As one of Canada's largest credit unions that is based right here in Calgary, we are so proud to be welcoming the world to our local stage and paving the way for our homegrown talent to shine as brightly as we know they can."

connectFirst Credit Union, one of the largest and most successful credit unions in Canada, is a full-service financial institution with over \$6 billion in assets under administration. connectFirst employs 750 Albertans who provide a range of financial products and advice in more than 40 communities across central and southern

Alberta. It serves over 125,000 members through a community-focused approach to banking. For more information, please visit <https://www.connectfirstcu.com/en>

“Just as CIFF strives to be the leading public-facing champion of Alberta’s screen industry, connectFirst is committed to the well-being and vibrancy of the place we all call home. Just as CIFF is a celebration of imagination and talent, connectFirst’s approach to business and community is innovative and creative. For many synergies like these, we’re beyond excited for this partnership,” added Schroeder.

Stay tuned for exciting film announcements throughout August. Single tickets will be on sale September 8! <https://www.ciffcalgary.ca>

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CIFF | Calgary International Film Festival

September 22 - October 2, 2022

ciffcalgary.ca | @Ciffcalgary#260, 999 8 St. SW Calgary, AB

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 and the sixth largest film festival in Canada, bringing audiences together for remarkable and engaging cinematic experiences.

CIFF is proud to present its hybrid festival from September 22 - October 2, 2022 with in-cinema screenings and at-home streaming, celebrating stand-out stories and offering once-in-a-lifetime experiences.

CIFF Thanks their 2022 Public Funders

