



For immediate release  
April 1, 2012

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## ***Endgame: Riveting Participatory Mystery***

### **Canadian Interactive Program Wins at the International Digital Emmy Awards**

Cannes, France. The Bell Broadcast and New Media Fund is honoured that *Endgame Interactive: Facebook Episode* received the International Digital Emmy Award for Best Digital Program: Fiction. The Bell Fund invested in the development of this outstanding project that complements the dramatic television series *Endgame*.

Endgame Interactive (<http://www.showcase.ca/endgame/>) is a participatory mystery story that uses Facebook Connect to personalize the experience for the user, and friends. The user works with the characters from the TV series to uncover the kidnapper's identity and rescue a missing friend. This cross-platform program was produced by one of Canada's leading digital media production companies, Secret Location, for TV production company Thunderbird Films and Canadian broadcaster Shaw Media.

"With its strong tradition of supporting national digital media innovation for global audiences, it is no surprise that Canada features so much production talent in this prestigious Emmy competition," said Bell Fund Board communications chair Catherine Warren, speaking from the awards ceremony held annually at MIPTV in Cannes. "Our particular digital media strength is in the convergence of broadcast and interactivity, and this year's Bell-Funded Emmy winner provides a spectacular entertainment experience at the crossroads of TV and new media," said Warren, who is also president of FanTrust Entertainment Strategies.

Canada's Bell Fund has granted over \$100 M in the production of 900 cross-platform projects in the past 15 years. Many of these projects have won international and national awards and acclaim, positioning Canada's interactive digital media producers as leaders in the world. Four of the 12 nominees for the International Digital Emmy Awards were for Canadian projects, confirming the reputation and strength of this industry in Canada.

The Bell Broadcast and New Media Fund receives annual contributions from Bell TV, with additional support from Bell Aliant. The Bell Fund supports winning proposals for outstanding digital media projects associated with television programs. Eligible applications come from Canadian producers or for Canadian co-productions with international partners. The Bell Fund congratulates all of the nominees at these acclaimed international awards.

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