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News Release

## **“Urban Legend” Wins Bell Broadcast and New Media Fund CyberPitch Award at Banff 2004**

The Canadian production team of new media producer Marshall Golden and television producer/director Allan Novak was awarded the \$10,000 CyberPitch Award presented by the Bell Broadcast and New Media Fund at this year’s Banff Television Festival.

**Urban Legend** is a next-generation reality TV series that takes the exciting world of Gaming to a whole new level. It uses the latest and coolest in available consumer technology to help Teams to navigate the urban landscape, and to assist them in completing, and winning incredible challenges. Every week comes the best prize of all – a chance for one of the highest scoring players in the ongoing Internet edition of **Urban Legend** to take someone else’s place on the show. This fully interactive reality series converges Television, the Internet and the Wireless World to provide viewers with a completely unique, original and rewarding entertainment experience. The project is also breaking new ground in developing a business model with significant revenue generating potential. (For more information, contact [urbanlegend@sympatico.ca](mailto:urbanlegend@sympatico.ca)).

CyberPitch jury member Paul Hoffert, Chair of the Bell Broadcast and New Media Fund states: "The winning project is very innovative. It integrates new media (web, mobile, PDA) and television programming with a single concept that requires all the media for optimal execution and naturally spans them all." The jury was composed of new media professionals from Canada, the USA and the UK who selected four finalists and mentored each of them to help focus the projects and hone the public pitches. In addition to the financial award, the winning team has received a full scholarship to attend the Banff Centre New Media Institute’s Interactive Screen Program.

The Bell Broadcast and New Media Fund provides grants to independent new media producers who develop and produce television content complemented and enhanced by outstanding interactive content designed for digital delivery. These new media projects are helping traditional television producers and broadcasters to discover the added value of interactive productions.

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