



BELL FUND BOARD PLANS FOR SENIOR STAFF TRANSITION *Executive Director to step down at the end of 2014*

TORONTO, JUNE, 26, 2014 – The Bell Fund will begin its search for a new Executive Director following the resignation of Andra Sheffer, who will step down from her longstanding role at the end of 2014.

“Andra has contributed tremendously to the convergence sector in Canada, is greatly admired and respected by our board and industry stakeholders and leaves us with a powerful legacy,” said Bell Fund board chair Paul Hoffert. “The Bell Fund continues to evolve and new team leadership will be part of our transformation.”

The Bell Fund has provided \$140M in grants to 1400 digital media projects associated with television since its inception in 1997.

“It has been an amazing 17 years creating and building the Bell Fund and seeing the industry transformed. It is now time to pass the baton,” said Sheffer. “I won’t be going far, as I will still be championing our industry as the CEO of the Independent Production Fund and the Cogeco Fund.”

Together with the support of Associate Director Claire Dion and the wider Bell Fund team, Sheffer will help the board ensure a smooth transition. The Bell Fund’s administrative partnership with the Independent Production Fund remains unchanged.

The recruitment process will be announced shortly on the Bell Fund website and social media channels.

ABOUT THE BELL FUND

The Bell Fund provides grants to Canadian independent producers who develop and produce television content complemented and enhanced by excellent digital content designed for various platforms. These digital media projects reflect state-of-the-art technology and are helping traditional television producers and broadcasters to discover the value added benefits of digital extensions. Since 1997, the Bell Fund has invested over \$140M in over 1,400 Canadian digital media projects, television programs, development grants and support for research and professional development. The Bell Fund receives annual contributions of approximately \$14 M from Bell TV as part of its broadcast distribution undertaking (BDU) contributions to the industry. In addition, the Development Program is supported by the interest generated by a \$10M endowment resulting from BCE-CTV benefits, and contributions from Aliant. The Bell Fund is incorporated as a not-for-profit organization, governed by an independent Board of Directors representing various sectors of the television and digital media industry. The Fund is administered by the Independent Production Fund.

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