



FOR IMMEDIATE RELEASE

May 19, 2015

CINEFILLES.CA SHOWCASES FEMALE VOICE IN ENTERTAINMENT JOURNALISM

TORONTO, ON - This month, Cinefilles.ca celebrates five years of creating fabulous female-focused film commentary and the site's recent expansion to include TV coverage, news and cultural insights on the role of women in entertainment, on screen and off.

Founded in 2010 by Ryerson Journalism grads Emily Gagne and Michelle Medford, the site began as a passion project, addressing a notable gap in online coverage of the film and entertainment industries.

"Though we started *Cinefilles* to give ourselves a place to express our love of film, it quickly became something much bigger as we noticed the lack of appreciation for female critics and filmmakers at large," Gagne says. "Our goal ever since has been to shine a light on women like us, who love writing about and making films, and encourage others to do the same through fun, witty and informed reporting and reviews. As we like to say, we want to 'fille' the void in film journalism."

Over the last five years the site has grown to include over 30 contributors from cities across Canada, USA and even one writer from the UK. With between 5,000 and 9,000 unique visitors to the site each month, partnerships with Netflix Canada, Penguin Random House and the Toronto International Film Festival among others, and recent media accreditation from the 2015 Hot Docs Film Festival, the site continues to build momentum.

"We've always had a good connection to our readers but now more than ever we're focusing on listening to them and noticing the types of posts they're enjoying so that we can better generate relevant, interesting content that addresses their interests," Medford adds. "We're hoping this will help us create new relationships, in addition to strengthening existing ones."

Featuring interviews with stars Mindy Kaling, Ellie Kemper, Erika Christensen and other women who are shaping today's entertainment landscape, *Cinefilles* also hosts timely reviews of new releases and episodes of our favourite series, festival coverage, indie highlights and commentary on news, events and issues relevant to the role of women in film and television. Plans for the coming months include reviews of girl-powered films like *Pitch Perfect 2* and *Mad Max*, a partnership with the MUFF, original interviews with women behind and in front of the camera, and more WCIW (Women Crushin' It Wednesday) posts, where women in film and TV give shout-outs to fellow female trailblazers they admire.

About *Cinefilles*

Cinefilles exists to support young female writers and champion marginalized voices in the film and entertainment industries. We offer an alternative to the male-driven world of pop culture commentary, providing a mouthpiece for young women to share opinions and observations of how powerful females are subverting stereotypes and re-shaping society's view of gender roles. The growing website features movie and TV reviews, festival coverage, interviews, features and more.

- 30 -

For further information, please contact

Lauren Nisbet
info@cinefilles.ca
Cinefilles.ca