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OPEN CINEMA launches CONNECTING THE DOCS: a Multi-City Hybrid Cinema series in partnership with the Canada Media Fund.

Victoria, BC – January 14th, 2014. The new year started with some honking great news for OPEN CINEMA: the [Canada Media Fund](#) jumped on board the **Doc Bus**, providing financial support for an innovative hybrid cinema project: **Connecting The Docs** is a series of 3 multi-city hybrid screening events, exploring the potential of combining live screening events and post-screening discussions with concurrent online streaming and engagement opportunities.

This Canada-wide series starts on January 29th, 2014 with a screening of Millefiore Clarke's documentary [ISLAND GREEN \(NFB, 2013\)](#) in Victoria, BC and in Charlottetown, PEI. This lyrical 25-minute documentary produced by the National Film Board of Canada asks the hopeful question: What if PEI became 100% organic? This question is equally relevant to Vancouver Island, and is especially poignant with the impending changes to the **Agriculture Land Reserve (ALR)**.

Post-screening discussion guests include **Robin Tunnicliffe**, Farmer & Co-Owner [Saanich Organics](#); **Natalie Chambers**, [Madrona Farm](#), [Farmland Protection Coalition](#); **Rob Buchan**, CAO, District of North Saanich. This screening marks the sixth edition of the **Cinema-in-Season series**, seasonal celebrations of film, food and farming in collaboration with [FoodRoots](#), supported by [Vancity](#) and with new sponsor the [Victoria Public Market at the Hudson](#).

"I'm very excited to have ISLAND GREEN screen at Open Cinema!" comments Charlottetown filmmaker Millefiore Clarke. *"This hybrid event will allow for a sense of community between audiences on both coasts, utilizing the powerful tools of social media to harness a genuine dialogue. It's thrilling to be part of this event."*

The screenings take place at 7pm local time followed by post-screening discussion, connected via [Livestream video feed](#), [#opencinema Tweetchat](#) and [Facebook](#) engagement throughout the day. More details about the event [here](#).

- WHAT** [ISLAND GREEN](#) A lyrical documentary that asks the hopeful question: "What if PEI went 100% organic?" How can we explore this option on Vancouver Island? **POST SCREENING DISCUSSION: Robin Tunnicliffe**, Farmer & Co-Owner [Saanich Organics](#); **Natalie Chambers**, [Madrona Farm](#), [Farmland Protection Coalition](#); **Rob Buchan**, CAO District of North Saanich. **Join the conversation virtually** via [Livestream](#) & [#opencinema Tweetchat](#) and [Facebook](#). Event details [www.opencinema.ca](#)
- WHEN** **7pm Wednesday, January 29th, 2014** (Doors 5:30pm)
- WHERE** **The Victoria Event Centre**, 1415 Broad St (elevator access)
Local food, cash bar and door prizes.
- COST** Admission by donation \$10-20 suggested.
- CONTACT** Mandy Leith mandy@opencinema.ca Tel: **250.882.7441**

www.opencinema.ca