

FOR IMMEDIATE RELEASE



## **OPEN CINEMA Season 11 Finale Champions Women Leaders: MISS REPRESENTATION, a fundraiser with Bridges for Women May 14.**

Victoria, BC – April 29, 2014. On Wednesday May 14, OPEN CINEMA wraps its groundbreaking 11<sup>th</sup> season with a celebration of women, in partnership with [Bridges for Women](#). A special fundraising screening of [MISS REPRESENTATION](#) examines the ways that mainstream media contribute to the under-representation of women in positions of power and influence, followed by a post-screening discussion and accompanied by a fundraising silent auction.

*MISS REPRESENTATION* opens our eyes to an age-old issue that is still a daily reality. While women have made great strides in leadership over the past few decades, Canada is still 54th in the world for women in national legislatures (at 25%) and women hold only 4% of clout positions in mainstream media. Stories from teenage girls and interviews with politicians, journalists, entertainers, activists and academics, like Condoleezza Rice, Katie Couric, Rosario Dawson and Gloria Steinem build momentum as *MISS REPRESENTATION* accumulates startling facts and statistics that will leave the audience armed with a new perspective.

*"Images and messages within media are powerful influences. Women learn to have control of our own images and identities when we speak up and when we introduce the new language necessary to talk about the negative impacts of media for women."* says Victoria poet laureate [Janet Rogers](#), who will join the post-screening discussion. "Janet will be joined by [Denise Helm](#), Manager, Media Relations & Public Affairs at UVic and former Editor-in-Chief of the *Times Colonist*; [Sandy Mayzell](#), *Dancing with the Octopus: Women & Politics*; and [Bridges for Women](#) director [Jenny Holder](#). This special fundraising event is sponsored by Vancity.

*"Bridges for Women has been a leader in helping women to define themselves in healthy ways, and advocate for women's equality for over 26 years in Victoria."* says **Victoria Pruden** Executive Director of the gutsy innovative community agency. *"We are grateful to OPEN CINEMA for hosting this event to allow us to engage in productive discourse around gender roles and the media, in support of women's equality."* Bridges for Women's employment training and supportive programs inspire women impacted by abuse to reclaim their lives and build economic security.

A silent auction will raise funds for both OPEN CINEMA and *Bridges for Women*. Donations of \$20 or more will be eligible for a tax receipt for 50% of the amount donated. Funds will support *Bridges for Women's* important work championing women, as well as OPEN CINEMA's documentary outreach programming and innovative cross-platform format, *Connecting the Docs*. Please contact [OPEN CINEMA](#) or [Bridges for Women](#) for more information, or to [donate](#).

### **FUNDRAISING EVENT DETAILS:**

**WHAT** [MISS REPRESENTATION](#) Screening and discussion: DENISE HELM, Manager, Media Relations & Public Affairs UVIC and former Editor of the *Times Colonist*; SANDY MAYZELL, Founder, *Dancing With the Octopus*; JANET ROGERS, Victoria's poet laureate, radio host and media artist; JENNY HOLDER, Program Director, *Bridges for Women*. Moderated by PETER SANDMARK, *MediaNet* Executive Director.

**WHEN** 7pm Wednesday May 14, 2014 (Doors 5:30pm)

**WHERE** The [Victoria Event Centre](#), 1415 Broad St (elevator access)

Silent auction, local food, cash bar, community discussion and door prizes.

**COST** Admission by donation. Donations over \$20 eligible for tax receipt for 50% of amount.

**INFO** [www.opencinema.ca/MissRep](http://www.opencinema.ca/MissRep)

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