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## **Gigi Boyd to join Canadian Media Production Association - BC Producers' Branch**

**Vancouver, July 12th, 2010---** The Canadian Media Production Association (in transition from the CFTPA) is pleased to announce that Gigi Boyd will be taking on the role of Vice-President, Industrial Relations in the BC office, effective July 19th, 2010.

"Gigi brings a wealth of production experience to the Vancouver team," says Norm Bolen, President and CEO, CMPA. "She is well-known to our BC members and is just the person to knowledgeably serve their interests in the industrial relations area."

A Gemini and Leo award winning Producer/Production Manager, Ms. Boyd joins the CMPA-BC after working extensively in the western film and television industry on such shows as *Exes and Ohs*, *The Guard*, *Elijah*, *Godiva's*, and *Cold Squad*. Prior to her experience as a Producer/PM Gigi was the Manager of Business Affairs and then Director of the Television Unit at Telefilm Canada in the Western Office. In addition, Boyd has played an active role in the wider industry as a member of the Executive Board of the DGC-BC and Vice-Chair of the Board of the Shaw Rocket Fund.

"The organization's role in labour and industrial relations is a key responsibility for the Branch and we look forward to working with Gigi," says Rob Bromley, Chair, BC Producer's Branch.

The BC Producers' Branch of the CMPA represents the interests of screen-based media companies engaged in the production and distribution of English-language television programs, feature films, and new media content in British Columbia. Our almost 75 member companies are significant employers of Canadian creative talent and assume the financial and creative risk of developing original content for Canadian and international audiences. Independent producers create content for distribution on traditional film and television, internet and mobile wireless platforms.

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For further information please call:

Liz Shorten  
Managing VP, Operations & Member Services  
Canadian Media Production Association  
Tel: 604.682.8619 ext 222

Anne Trueman  
Director of Communications & Media  
Canadian Media Production Association  
Tel: 613.233.1444 ext 227