

*Digital Media Categories to be Added to the
25th Annual Gemini Awards*



Toronto, ON – May 10, 2010 – The Academy of Canadian Cinema & Television is pleased to announce that five Digital Media categories will be introduced for the 25th Annual Gemini Awards. The new awards will honour both cross-platform projects, developed to enhance enjoyment of a television program or series, and original productions, the first broadcast of which is intended for a medium other than television. Additionally, a Gemini Special Award – Outstanding Technical Achievement Award in Digital Media – has been added.

A corresponding Digital Media membership branch has been added to the Academy's Television division. Members of this branch will vote for related categories in the Gemini awards and les Prix Gémeaux, depending on the member's language.

"We are very excited to recognize and celebrate the achievements of craftspeople in the field of digital media," says Sara Morton, CEO of the Academy of Canadian Cinema & Television. "The film and television industries are continually evolving, as is the Academy. The addition of the Digital Media Awards, as well as the introduction of the Digital Media membership branch, illustrate our ongoing commitment to representing and recognizing the work of our colleagues across the country."

The following categories are currently accepting submissions for the 25th Annual Gemini Awards:

Best Cross-Platform Project – Fiction
Best Cross-Platform Project – Non-Fiction
Best Cross-Platform Project – Children's and Youth
Best Original Program or Series produced for Digital Media – Fiction
Best Original Program or Series produced for Digital Media – Non-Fiction

Submission deadline: **Tuesday May 18.**

Applications for the Outstanding Technical Achievement Award in Digital Media will be accepted until **Thursday July 15.**

For more information, visit www.geminiawards.ca

Launched by the Academy of Canadian Cinema & Television in 1986, The Gemini Awards honour outstanding achievements in the Canadian English-language television industry. The Gemini Awards bring together over 2,500 of Canada's most gifted craftspeople, producers, and decision-makers over several evenings of special events.

About the ACCT:

Established in 1979, the Academy of Canadian Cinema & Television is a national, non-profit, professional association dedicated to the promotion, recognition, and celebration of exceptional achievements in Canadian film and television. Unifying professionals across Canada, the ACCT is a vital and integral force, representing all areas of the film and television industries.

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For further information, please contact:

Judy Lung

Communications Manager, Academy of Canadian Cinema & Television

Office: 416-366-2227 ext. 238

E-mail: judy@academy.ca