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CANON CANADA AND BUFFER FESTIVAL LAUNCH CANADIAN VIP VIDEO MAKERS COMPETITION

Competition is Now Open for Entries; Submission Deadline is October 11, 2013

TORONTO, ON, 20 September 2013 - The Buffer Festival, in partnership with Canon Canada Inc., today announced The Canon VIP Video Makers Competition, a competition to award five Canadian YouTube video makers with a free, all-access VIP pass to the 2013 Buffer Festival taking place in Toronto, Canada from November 8th to 10th, 2013. In addition to access to the festival, each video maker will also receive the world's smallest and lightest digital-SLR: the Canon EOS Rebel SL1.

The Canon VIP Video Makers Competition will be open to Canadian YouTube video makers with fewer than 50,000 subscribers, highlighting videos related to travel, cinematography, vlogging, and/or comedy. Selected video makers will receive an all access pass to Buffer Festival, a Canon EOS Rebel SL1, and the chance to win \$1,000 in cash and the coveted title of "Grand Prize Winner."

"I have been a passionate YouTube video maker since 2006, and I've been shooting all of my YouTube videos using Canon gear for years. It is very exciting for me and my team to be working with a company that I not only respect, but whose products I use on a day-to-day basis," said Corey Vidal, President, ApprenticeA Productions.

"We're excited to be partnering with Buffer Festival and sharing in the celebration of talented Canadian YouTube video makers. Canon is proud to support cinematic culture and visual storytelling, and we look forward to reviewing the submissions," said Ian Macfarlane, Senior Vice-President and General Manager, Imaging Technologies & Communications Group and Market Development Group, Canon Canada.

The competition will consist of two distinct judging phases. Phase One will run from Friday, September 20th to Friday, October 11th, 2013, and will invite aspiring video makers to upload a video to their personal YouTube channel explaining why they want to be a VIP video maker at Buffer Festival. Five winners will be chosen by the Buffer Festival Advisory Board based on the entrants' demonstration of videography, creativity and competition relevance.

From November 8th to 10th, 2013, the winners from Phase One will be invited to attend the Buffer Festival, a three-day affair comprised of celebrity YouTube screenings, video content premieres, genre shows, VIP galas, cocktail receptions, and much-anticipated after-parties.

Phase Two of the competition will take place after the festival, when the five VIP video makers will have until November 15th, 2013 to polish and upload their festival footage to their own YouTube channels to be promoted by Buffer Festival. From November 18th to 22nd, 2013, there will be a public vote on the five videos to determine the Grand Prize Winner, who will receive the \$1,000 cash prize.

Visit www.bufferfestival.com/canon for more information on the competition, details on the submission process, and applicable rules and restrictions. Tickets for Buffer Festival will be available for purchase beginning on September 26th, 2013, at www.bufferfestival.com.

About Buffer Festival

Buffer Festival is founded by Corey Vidal, Samantha Fall, and Corrado Coia, presented by ApprenticeA Productions, and produced in partnership with the Canadian Film Centre's Media Lab (CFC Media Lab). The festival showcases the best creative work from video creators on YouTube and takes place across 3 days on November 8 – 10 2013 at the renowned TIFF Bell Lightbox, Scotiabank Theatre, Glenn Gould Studio, and the St Lawrence Centre. More information is available at www.bufferfestival.com

About ApprenticeA Productions

ApprenticeA Productions (owned by Corey Vidal) produces online video content that harnesses the viral nature of YouTube and social media, and is respected amongst the entire YouTube community. Buffer Festival is being made by YouTubers for YouTubers. www.apprenticea.com

About Canon Canada

Headquartered in Mississauga, Ontario, Canon Canada Inc., a wholly owned subsidiary of Canon USA celebrating its 40th anniversary, is a leading provider of consumer, business-to-business and medical digital imaging solutions. Innovation and cutting-edge technology have been essential ingredients in Canon's success. With almost \$46 billion in global revenue, its parent company, Canon Inc., ranks among the Top 4 in US patents registered since 1994. Canon ranks among the world's Top 30 brands and is one of Forbes' Magazine's World's Most Admired Companies. Canon Canada Inc. is committed to the highest level of customer satisfaction and loyalty, providing 100 per cent Canadian-based service and support for all of the products it distributes. Canon Canada Inc. is dedicated to its Kyosei philosophy of social and environmental responsibility. For more information, visit www.canon.ca or join Canon on Facebook at www.facebook.com/CanonCanada.

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