

CANON CANADA BUFFS UP FOR THE 3rd ANNUAL BUFFER FESTIVAL

MISSISSAUGA, ON., October 21, 2015 Canon Canada is excited to host Creator Day at the third annual **Buffer Festival** taking place in Toronto's Entertainment District from October 23 to 25. Buffer Festival celebrates and recognizes elite YouTubers, their followers and industry influencers with awards, soirées and of course, YouTube video screenings.

As a part of **Creator Day**, Canon Canada will teach a workshop on October 23, organized through the festival's Buffer Academy. Attendees will have the opportunity to learn how to shoot video using a Canon EOS Rebel T6s camera; acquire videography fundamentals and discover the benefits of using a Canon digital SLR camera to give a cinematic look to their video content.

"Canon Canada has played an integral role in enhancing the experience of Buffer Festival since its inception three years ago," said Corey Vidal, Founder and Creative Director of Buffer Festival. "We're thrilled to have Canon hosting a Creator Day workshop, teaching and inspiring upcoming Canadian YouTubers on how to better use their DSLR cameras, and help push their video making skills to the next level."

Creator Day is another example of how Canon is empowering creators and artists with tools and techniques that enable them to share their lives, ambitions and craft in photography, music, style, adventure, arts and culture through video and images.

"Canon is proud to be part of Buffer Festival. It is a great experiential event that provides a unique platform for creative expression," said Brett Gaskell, Senior Marketing Manager at Canon Canada. "Canon's Creator Day workshop will show attendees how they can easily empower their own creativity using a digital SLR camera to take social storytelling beyond its limits."

###

About Canon Canada Inc.

Headquartered in Mississauga, Ontario, Canon Canada Inc., a wholly owned subsidiary of Canon USA, 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. 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, please visit: canon.ca or follow @CanonCanada on Facebook, Twitter or Instagram.

About Buffer Festival

Buffer Festival is an annual theatrical showcase that celebrates international video content from the most acclaimed creators on YouTube. Held in Toronto's Entertainment District, the festival showcases premieres of high-quality YouTube content in a variety of theatrical screenings, a red carpet gala event, an industry day, and (new for this year) Creator Day.