



## **CANADIAN TAMIL CONGRESS ■ CONGRÈS TAMOUL CANADIEN**

31 Progress Avenue, Suite #202, Scarborough M1P 4S6 T: 416-240-0078 F:416-240-1601 e-mail:info@ctconline.ca

### **For Immediate Release**

**September 8, 2008**

### **Tamil Film to Premiere at Toronto International Film Festival**

Tamil Canadians are delighted that a Tamil film has been selected to be screened as part of the Toronto International Film Festival (TIFF) 2008 line up. The Percept Picture Company film, *Kanchivaram*, directed by one of India's most successful Directors, Priyadarshan, is set in post-Independence India and depicts the struggles of a silk weaver, played by popular Tamil movie actor, Prakash Raj. The film debuts at the VISA screening room on September 12, 2008 at 6:00 pm and will play again at AMC 7 on September 13, 2008 at 4:30 pm.

There have only been a handful of Tamil movies, mostly from the Southern Indian state of Tamil Nadu, that have ever been showcased at the TIFF, despite the large number of Tamil films produced yearly. The Tamil cinema industry, known as "Kollywood", has one of the widest overseas distribution networks, alongside Bollywood films, largely due to the worldwide Tamil Diaspora. Tamil cinema is an integral part of modern Tamil culture and Tamil Canadian identity.

"As Tamil Canadians, we are very proud that a Tamil film will be screened at this year's Toronto International Film Festival, one of the world's leading international film festivals," stated Manjula Selvarajah, Spokesperson for the Canadian Tamil Congress. "It will be inspiring and motivating for young talented filmmakers in our community to see a Tamil movie showcased at the TIFF."

The Canadian Tamil Congress, in partnership with Percept Picture Company, will be holding a reception following the red carpet world premiere of *Kanchivaram* on September 12, 2008 at 8:30pm.

**Venue:** Young Centre for the Performing Arts Cabaret  
(Distillery Historic District)  
**Date:** Friday September 12, 2008  
**Time:** 8:30 pm - 10:00 pm

The Producer, Shailendra Singh, the Director Priyadarshan, as well as cast members Prakash Raj and Shreya Reddy, will be available for media interviews.

For more information, please contact: Canadian Tamil Congress at (416) 240-0078.

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• **Toronto** (416) 240-0078    • **Ottawa** (613) 789-9371    • **Montreal** (514) 898-8019    • **Vancouver** (778) 231-0074    • **Edmonton** (780) 660-1211    • **Winnipeg** (204) 219-2018