



MEDIA RELEASE

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**CANADIAN ICON WILLIAM SHATNER TO HOST THE 31st ANNUAL GENIE AWARDS
MARCH 10 AT 8 P.M. (8:30 NT) ON CBC-TV**

Rachelle Lefevre to be the voice of the star-studded Genie Awards where the country's emerging stars join established icons to celebrate the best of Canadian movies

February 16, 2011 – CBC Television and the Academy of Canadian Cinema & Television announced today that Canadian icon William Shatner will host the **31st ANNUAL GENIE AWARDS**. Joining Shatner is one of the country's most prominent young stars, Rachelle Lefevre (*Barney's Version*), who will act as the voice of the show. Celebrating the year's biggest achievements in Canadian movies, the Awards will be broadcast live on Thursday, March 10, 2011 at 8 p.m. ET (8:30 NT) on CBC Television from The National Arts Centre in Ottawa. Special musical performances and celebrity presenters will be announced in the coming weeks.

"I'm so looking forward to coming to Canada as the host of the **31st ANNUAL GENIE AWARDS** and seeing a lot of my old friends," said Shatner. "Unfortunately, most of them are dead of old age."

"We could not have asked for a more ideal person to host the **31st ANNUAL GENIE AWARDS** and we can't wait for William Shatner to bring his talent and charm to this year's event," said Kirstine Stewart, executive vice-president, English Services, CBC. "With an incredible collection of talented nominees, the biggest stars from the silver screen, special musical performances and the legendary William Shatner as host, the Genie Awards are going to be a night of celebration that Canadians nationwide won't want to miss."

"William Shatner is a beloved icon and a proud Canadian. We are absolutely thrilled that Mr. Shatner will be joining us at the Genie Awards to honour our country's talent and to celebrate a phenomenal year in Canadian film," said Sara Morton, CEO, Academy of Canadian Cinema & Television.

Born and raised in Montreal, Quebec, William Shatner has cultivated a career that has spanned over 50 years as an award-winning actor, director, producer, screenwriter, recording artist and author. The multi-talented Shatner began his acting career at a young age at CBC Radio and has since become one of pop culture's most successful and recognizable figures. Shatner's TV and film credits include *Star Trek*, *Star Trek: The Motion Picture* and six subsequent sequels, CBC-produced *RIEL*, *T.J. Hooker*, *Showtime*, *Boston Legal*, *Miss Congeniality*, *The Practice*, *Shatner's Raw Nerve* and *\$\$*! My Dad Says*. In September 2010, Shatner hosted the CBC Television special, **MAKING A SCENE**, a behind-the-scenes look-back at 30 years of Genie-winning Movies.

Rachelle Lefevre stars as Clara opposite Paul Giamatti in this year's most Genie-nominated film, *Barney's Version*. She can also currently be seen with Kevin Spacey and Barry Pepper in *Casino Jack* as well as starring in the new television drama, *Off the Map*. Lefevre recently completed production on the independent thriller *The Caller*. Previous film credits include *Twilight*, *New Moon*, *Fugitive Pieces* and *American Summer*.

Emerging stars join established Canadian icons for a star-studded event that applauds the past 31 years of Canadian movies and highlights this year's best. It has been an outstanding year for Canadian movies and to celebrate, Canadian-born celebrity media heavyweight, Bonnie Fuller and HollywoodLife.com will be hosting a special independent User's Choice Award poll. Voting begins today at HollywoodLife.com and closes Feb.25. The winner of the User's Choice Award will be announced live during the **31st ANNUAL GENIE AWARDS** broadcast.

Launched by the Academy of Canadian Cinema & Television in 1980, the **Genie Awards** are an annual celebration that honours Canada's film industry. Genie Awards for outstanding film achievements of 2010 will be presented on Thursday, March 10, 2011 at the National Arts Centre in Ottawa and will be televised live by CBC.

For a complete list of nominations and supporting media materials, please visit

www.genieawards.ca/media

For supporting photography, please visit <http://mediacentre.cbc.ca>

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About the Academy of Canadian Cinema & Television:

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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