



**MEDIA RELEASE**

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**STAR-STUDED LINE-UP OF SPECIAL GUESTS CONFIRMED TO  
ATTEND THE 31<sup>ST</sup> ANNUAL GENIE AWARDS**  
*Genie Awards Public 'Fan Zone' Gives Local Fans VIP Access to the Stars on the Red  
Carpet*

**March 7, 2011** – Broadcast live on Thursday, March 10, at 8 p.m. (8:30 NT) on CBC, the **31<sup>ST</sup> ANNUAL GENIE AWARDS** are shaping up to be the most star-studded and fan-focused Awards yet. CBC Television and the Academy of Canadian Cinema & Television proudly welcome the exciting line-up of presenters and special guests set to join host William Shatner and 'voice of the show', Rachelle Lefevre – as well as a talented roster of musical artists – to help celebrate the year's biggest achievements in Canadian movies. Fans are encouraged to come out to the Genie Awards 'Fan Zone' at The National Arts Centre in Ottawa, for the chance to secure a coveted and prime celeb-spotting position near the red carpet. Host, William Shatner will hand pick two lucky fans from the 'Fan Zone' to cross the red carpet and attend the Awards.

Special guests attending the **31<sup>ST</sup> ANNUAL GENIE AWARDS** include Canadian screen legends Gordon Pinsent (*Away From Her*) and Rémy Girard (*Incendies*), Bruce Greenwood (*Barney's Version*), young starlettes Jodelle Ferland (*Twilight Eclipse*) and Jessica Lucas (*Cloverfield*), CBC's George Stroumboulopoulos and Jian Ghomeshi, Zaib Shaikh (*Midnight's Children*), Genie Award Best Actor nominee Jay Baruchel (*The Trotsky*) and many more. Canadian-born media heavyweight Bonnie Fuller will also take part in the celebration with an exciting live presentation of the User's Choice Award winner. Juno Award winning artist Kardinal Offishall also joins with a special musical tribute to the year's Best Motion Picture nominees. The Awards will also feature special appearances by Norman Jewison, Joshua Jackson, Dustin Hoffman, Christopher Plummer and others. These special guests (and more!) join the previously announced slate of musical artists – including Melissa Etheridge, Serena Ryder, Johnny Reid and Karkwa – to applaud the past 31 years of Canadian movies.

"We're thrilled to support and celebrate the accomplishments of our movie industry alongside the Genies' extremely talented host, musical artists and special guests," said **Kirstine Stewart, executive vice-president, English Services, CBC**. "Featuring some of the hottest stars from film, TV and music, everyone from the nominees to the fans can look forward to an evening chock-full of entertainment."

"As capital, Ottawa is every Canadian's second hometown," said **Honourable John Baird, Leader of the Government in the House of Commons and Member of Parliament for Ottawa West-Nepean**. "This year, we are pleased to host the most star-studded celebration of Canadian film ever."

"Great filmmaking results from a collaboration of talent, skills, and resources. This year's celebration of the best in Canadian filmmaking has been guided by the same approach," said **Sara Morton, CEO of the Academy of Canadian Cinema & Television**. "We are thrilled to

welcome an extraordinary group of performers, musical guests, and special guests to pay tribute to this year's Genie Award nominees.”

An exciting addition to this year's event, the **31<sup>st</sup> ANNUAL GENIE AWARDS** will feature a special public-designated 'Fan Zone', offering excited fans in and around Ottawa a VIP spot near the red carpet. From the arrival of the stars to the always buzzed-about red carpet fashion choices, fans will be able to capture all of the star-studded moments first-hand – and maybe even get an autograph or two. The red carpet begins at 4:00 PM EST and fans are asked to arrive at The National Arts Centre between 1:00 PM EST and 3:00 PM EST. The Genie Awards 'Fan Zone' is first come, first served. The 'Fan Zone' will also feature a special blogger area so fans across Canada can follow the action live via twitter @cbcent.

“It's an incredible honour for the city of Ottawa to host this wonderful night of celebration,” said **Jim Watson, Mayor of Ottawa**. “We're especially delighted to announce the addition of the red carpet 'Fan Zone' at this year's event – now, everyone in the Nation's Capital can get involved and take part in the festivities.”

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, please visit [www.genieawards.ca](http://www.genieawards.ca).

Hashtag is #GenieAwards a the few notable tweeters to follow for everything Genies are:

@CBCent <http://twitter.com/#!/CBCent>  
@TheGenieAwards <http://twitter.com/#!/TheGenieAwards>  
@WilliamShatner <http://twitter.com/#!/WilliamShatner>  
@RachelleLefevre <http://twitter.com/#!/RachelleLefevre>  
@Strombo <http://twitter.com/#!/strombo>  
@SerenaRyder <http://twitter.com/#!/serenaryder>  
@Karkwa <http://twitter.com/#!/karkwa>

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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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