



Canadian  
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## #AcademySOCIAL to Celebrate Social Media Moments and Players at Canadian Screen Week

*This Academy.ca event, presented by Bristow Global Media and sponsored by Bell Media, recognizes Elaine Lui, scientists, jokers, astronauts, journalists and more*

**TORONTO, February 27, 2014** – As part of **CANADIAN SCREEN WEEK**, #AcademySOCIAL salutes the creative genius of social media in a one-of-a-kind event. A celebration of content and innovation by Canadians, #AcademySOCIAL will showcase a selection of impactful social media moments and recognize those players embracing new, online vehicles in the global digital community.

At The Hoxton on March 6<sup>th</sup>, #AcademySOCIAL will feature CTV's *The Social* co-hosts Melissa Grelo, Cynthia Loyst, Lainey Lui and Traci Melchor as hosts, and welcomes YTV's Carlos Bustamante, *The Zone* and *The Next Star*, as MC. The evening will celebrate some of the best moments in viral social media, as curated by the #AcademySOCIAL committee at the Academy of Canadian Cinema & Television and spearhead by Julie Bristow of Bristow Global Media (BGM). The uniquely viral content across a diversity of subjects underscores how much Canadians influence a global conversation. The following will be celebrated for their unprecedented reach and influence:

[Sh\\*t Girls Say](#), Kyle Humphrey and Graydon Sheppard  
['Space Oddity' from the International Space Station](#), Chris Hadfield  
[#ASAPScience: The Chicken or the Egg](#), Gregory Brown and Mitchell Moffit  
[Crazy Town](#), Robyn Doolittle  
[Special recognition to Elaine Lui](#) of *Laineygossip.com*, and CTV's *The Social* and *Etalk* for her contribution to digital innovation as a Social Groundbreaker

"We believe strongly in the power of creative and cutting-edge avenues for audience engagement as demonstrated by these social moments," says **Bristow, President & CEO, Bristow Global Media**. "We're thrilled to be a founding partner in this first ever event to recognize the significant contributions of social media content creators in our entertainment industry"

As part of a robust calendar of events for Canadian Screen Week, the Academy's Director, Marketing & Development, Jennifer Stewart, says: "#AcademySOCIAL is the perfect event to celebrate Canada's remarkable social media innovators. From the silver screen to every screen, Canadians are making an impression on new platforms worldwide."

"We're proud to sponsor the first annual #AcademySOCIAL event to help recognize the amazing people behind some of the year's most memorable and impactful social media moments," said Jon Arklay, Senior Vice-President, Bell Media Agency: Brand, Creative, and Marketing. "With an increasing connection between television and social media, it's a priority for us to continue to embrace the various platforms and seek out innovative opportunities. We also want to congratulate Lainey on being recognized as a Social Groundbreaker, which is very much deserved."



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The #AcademySocial evening will feature some of today’s most groundbreaking digital applications from the BGM-curated gallery of social media moments, Bell Media’s Perfect Profile Picture, IPF’S Tweet to Unlock, Canadian Film Centre’s ‘Google Glass’ test environment, Shaftesbury/Smokebomb’s Tweet to Play DJ Duel, the OMDC device-charging station and Sheridan College’s Meme Face Cam.

**Key Social Media Handles**

#AcademySocial	@robyndolittle	@StayFabulous
@Academy_NET	@TheSocialCTV	@LaineyGossip @ytvcarlos
@jbristowBGM	@melissagrello	@Cmdr_Hadfield
@ASAPScience	@cynthialoyst @Shitgirlssay	@debmccain

**About Bristow Global Media**

Bristow Global Media is an innovative global media company. BGM was founded by award-winning broadcast executive Julie Bristow to enhance the viewers’ experience by creating content that builds on the combined power of traditional, digital and social platforms. For more information, please visit [bristowglobalmedia.com](http://bristowglobalmedia.com). #BGM

**About the Academy**

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, television and digital media. Unifying industry professionals across Canada, the Academy is a vital force representing all screen-based industries.

**About the Canadian Screen Awards and Canadian Screen Week**

The Academy's Canadian Screen Awards is the annual awards show to celebrate the best in film, television a digital media; they are part of Canadian Screen Week (March 3-9, 2014) and the 2-Hour Live Broadcast Gala will air Sunday March 9, 2014 @ 8pm on CBC.

**About The Social**

Co-hosted by Melissa Grello, Cynthia Loyst, Lainey Lui, and Traci Melchor, with Digital Correspondent Jessica Allen, THE SOCIAL brings a fresh, daily perspective on the up-to-the-minute news, pop culture, and lifestyle topics that matter most to Canadians in a socially interactive format. Broadcast live in front of a studio audience, guests who have appeared on THE SOCIAL include Jessica Alba, Katy Perry, Elisha Cuthbert, Justin Trudeau, Chris Tucker, Michael Bubl , Jann Arden, and Helen Fielding. THE SOCIAL is produced by Bell Media Production, and Michelle Crespi is Executive Producer. Nanci MacLean is Vice-President, Bell Media Production. Catherine MacLeod is Senior Vice-President, Specialty Channels and Bell Media Production. Mike Cosentino is Senior Vice-President, Programming, CTV Networks. Phil King is President - CTV, Sports, and Entertainment Programming. THE SOCIAL airs weekdays at 1 p.m. (2 p.m. AT) on CTV, 2 p.m. ET on CTV Two, and 7 p.m. ET on E!, and is available live on the CTV GO App and on demand following the broadcast at [TheSocial.ca](http://TheSocial.ca) and on CTV GO (check local listings). More information about THE SOCIAL, including ticket information, can be found at [TheSocial.ca](http://TheSocial.ca), as well as on Facebook, @TheSocialCTV, Pinterest, Instagram, and other social media platforms.



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