



BANFF TELEVISION FOUNDATION  
FONDATION DE TÉLÉVISION DE BANFF  
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**MEDIA RELEASE**  
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## **Banff Television Foundation President and CEO, Pat Ferns to Deliver Keynote Address at Berlin's Annual IFA Brunch**

(Banff, Alberta, August 23, 2001) On Saturday, August 25, 2001, Pat Ferns, president and CEO of the Banff Television Foundation, will deliver the keynote address at the annual IFA Brunch for the German Association of Television Producers and the States of Berlin and Brandenburg. This important industry gathering brings together all sectors of the German television industry and Ferns will be the first international keynote speaker at this event. His theme will be "The Canadian Way", describing the successful combination in Canada of inspired public policy with impressive private entrepreneurship, which has built a major industry sector well-positioned for the 21<sup>st</sup> century international marketplace.

While in Berlin, Ferns will hold meetings with government officials, representatives of the German television industry, the Berlin Messe and the Berlinale (The Berlin International Film Festival). He will also meet with the Canadian Ambassador and finalize arrangements for the Foundation's presentation of HISTORY 2002 and SCIENCE 2002 to be held in Berlin next year.

The World Congress of History Producers and the World Congress of Science Producers are both managed by the Banff Television Foundation. HISTORY 2001, recently created by the Foundation, will launch in Boston, October 19 – 22 with host broadcaster WGBH before heading to Berlin the week of October 20, 2002. SCIENCE 2001 takes place October 25 – 28 in Washington D.C. hosted by Discovery Communications Inc. and NOVA and will also head to Berlin in October 2002, and likely Paris in 2003.

Ferns' Berlin speech marks the beginning of a new season of presentations, market simulations, panel presentations and speeches, which will take him to four continents in the next three months. In addition to his scheduled appearances he will be promoting the activities of the Banff Television Foundation.

The Foundation is a management organization for some of the world's leading television and new media industry events including the annual Banff Television Festival (June 9 – 14, 2002), the World Congress of History Producers, the World Congress of Science Producers and the Alliance Atlantis Banff Television Executive Program (November 2 – 9, 2001 and January 11 – 18, 2002). Its mission is to inspire innovation in content creation, celebrate excellence in programming in Canada and abroad and provide learning and business opportunities for creators and other industry professionals.

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