



Banff Television Foundation Board Elects Two New Directors

(Banff, Alberta, November 29, 2000) Trina McQueen, chair of the Banff Television Foundation and Pat Ferns, president and CEO announce the appointment of two new members and a new vice chair to the Foundation's Board of Directors. Elected as vice chair of the Foundation at the annual General Meeting is **Loren Mawhinney**, vice president Canadian production for Global Television Network and a member of the Foundation's Board for the past five years. Appointed as new members are **Andrew Cochran**, chairman and CEO of Cochran Entertainment Inc., and **Anne Marie La Traverse**, executive vice president of television production at Alliance Atlantis Communications Inc.

Andrew Cochran is a 31year veteran of the Canadian television industry and has worked as executive producer at both CTV and CBC. He produced Canada's first national live morning program, *Canada AM*, at age 23, and later founded the first satellite-to-cable television channels in Canada. He is now chairman and CEO of Cochran Entertainment Inc.

Anne Marie La Traverse joined Atlantis Films in 1991 as director of business affairs moving to the position of executive producer by the end of 1992. Currently she is the senior vice president of television production at Alliance Atlantis where she also works as executive producer on several of the company's productions. Her recent credits include the television series, *The Associates* and the made-for-television movie, *Lucky Girl*.

Members on the Banff Television Foundation Board of Directors are:

CHAIR: **Trina McQueen**, Executive Vice President, CTV Inc.

VICE CHAIR: **Loren Mawhinney**, Vice President, Canadian Production, Global Television Network

Andrew Cochran, Chairman & CEO, Cochran Entertainment Inc.

Anne Marie La Traverse, Executive Vice President, Television Production, Alliance Atlantis Communications, Inc.

Huguette Marcotte, Conseils Huguette Marcotte & Associés Inc.

Derek Mazur, President, Credo Entertainment Corporation

William L. Mustos, Vice President, Dramatic Programming, CTV Inc.

Richard J. Paradis, President, Canadian Association of Film Distributors & Exporters

Patricia Phillips, President, Great North Productions Inc.

André Provencher, Senior Vice President, TVA Group

Harold Redekopp, Vice-President, CBC Television, CBC/Radio-Canada

Mickey Rogers, Partner & Head of Releasing, Forefront Entertainment Group

Christine Shipton, Executive Vice President, Television, Landscape Entertainment

Jay Switzer, President, CHUM Television

Arthur Weinthal, Crescent Road Productions Limited

The Banff Television Foundation is an event management organization whose production credits include the annual Banff Television Festival, Canada's premier international event for program makers and content creators; the World Congress of Science Producers; the newly formed World Congress of History Producers; and the Alliance Atlantis Banff Television Executive Program, the first and only management program specifically designed for production, broadcast, distribution, and other media professionals. The Banff Television Festival, the Foundation's signature event, marks its 22nd Anniversary, June 10 - 15, 2001.

- 30 -

For Information:

Gail Morrell
Vice President, Communications
1-416-483-7339

Heidi Bobiak
Communications Assistant
1-403-678-9289