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LA RUÉE VERS L'OR AWARDED A SPECIAL JURY PRIZE AT THE 2012 BANFF WORLD MEDIA FESTIVAL

The television series *La ruée vers l'or* was awarded the Banff Francophone Grand Prize Award at the 2012 Banff World Media Festival this Monday, June 11th 2012.



The Festival recognizes the best in international television and digital media productions, and includes 21 genre-based categories as well as 5 interactive categories. The Banff Francophone Grand Prize honours francophone television productions produced anywhere in the world.

La ruée vers l'or takes the audience for a wild aventure worthy of the 19th century. Over the course of 8 one-hour episodes, 10 prospectors guided by the historian Georges-Hébert Germain, had to portage 1000 kilometres and navigate 800 kilomètre on rafts, to finally make their way to Dawson City, Yukon.

This co-production is the result of the work put in by the teams from **Rivard** productions based in Winnipeg and the production company **Slalom** based in Ottawa. The series was aired on **TFO** in 2011 and on **TVA** this spring. Combined with a skillful exploitation of new media such as Facebook and Twitter, *La ruée vers l'or* has managed to reach a very impressive audience.

- 30 -

Information :

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