

CREATIVE BC ANNOUNCES PREM GILL AS NEW CEO

VANCOUVER B.C. (August 26, 2015) – In a much anticipated announcement, Creative BC, the non-profit society responsible for promoting the development of creative industries in British Columbia, has appointed Prem Gill as CEO.

Prem brings over 20 years of experience in the industry with a diverse background in film and television broadcasting, communications and media, and digital technology. Prem will use her varied experience to lead the Creative BC team in positioning BC as a global leader in the creative industries when she takes on the role at the end of September.

“Prem Gill is a natural fit as the new CEO for Creative BC due to her outstanding relationship building skills, her reputation in Canada as one of the top leaders who matter in film, television and content creation and her passionate commitment to supporting local creative talent across multi-screen platforms,” said **Michael Francis, Chair, Board of Directors of Creative BC.**

“She will play a key role in working with the provincial government, industry stakeholders and staff to help grow BC’s creative industries and enhance the province’s reputation as a world-class centre for creative content production,” he added.

“Creative BC is an important player in developing a growing creative economy that has already seen much success and I am honoured to join and lead a team that continues to advocate for the advancement of this sector,” said **Prem Gill.**

“I truly believe in driving a strategy that celebrates the diverse creative industry through film, TV, books, magazines, music and interactive media and know as a community we have the tools we need to see extensive growth. By continuing to push the boundaries, we will position BC as a global leader in innovation and creativity.”

Prem’s commitment to the creative economy in BC can be seen through her work as Director of Production & Original Programming with TELUS and previous experience in the broadcast industry with CityTV and CHUM. Prem is Vice-Chair of the board of directors for the National Screen Institute, holds a board of director position with the Vancouver International Film Festival and an advisory position with Women in View.

Prem will be taking over from Richard Brownsey who retired as President and CEO of Creative BC on June 30, 2015. Brownsey played a crucial role supporting the growth of BC’s dynamic and diverse creative sector at Creative BC.

-30-

For more information, please contact:

Lauren Stasila
Jive Communications
lauren@jivecommunications.ca
604-362-1884

Val Rosenthal
Creative BC
vrosenthal@creativebc.com
604-730-2241

ABOUT CREATIVE BC

Creative BC is a non-profit agency created and funded by the Province of British Columbia in 2013 to support and market BC's creative sector which includes its motion picture, interactive media, music, book and magazine publishing industries. The agency, which combines the services of the BC Film Commission and BC Film + Media, offers a variety of programs, services and expertise to help BC's creative sector realize its economic and creative potential both at home and in the global marketplace. For more information visit www.creativebc.com

ABOUT PREM GILL

With over 20 years of experience in creative industries including film, TV, media, communications and digital technology, Prem Gill is a passionate leader with a proven track record of fiscal responsibility, strategic thinking, and inspired employees. Prem's commitment to the creative economy in BC can be seen through her work as Director of Production & Original Programming with TELUS, and previous experience in the broadcast industry with CityTV and CHUM. Prem is Vice-Chair of the board of directors for the National Screen Institute, holds a board of director position with the Vancouver International Film Festival, and an advisory position with Women in View. With many accolades to her name, Prem was named one of The Globe and Mail's *10 Women Who Matter in Film and TV*. Prem believes whole-heartedly in the advocacy and advancement of the BC creative industries to position BC as a global leader in innovation and creativity, and will be leading Creative BC as the new CEO, effective September 2015.

KEY FACTS ABOUT BC'S CREATIVE ECONOMY

- Collectively, BC's creative industries generate at least \$4 billion in annual GDP and supports 85,000 skilled jobs in BC, putting the province's creative economy shoulder-to-shoulder with BC's mining, agriculture and forestry sectors. ¹
- BC's motion picture industry reached a record high for the fiscal year 2014-15 with 287 domestic and international productions shot in BC bringing into the province an estimated \$2 billion in production expenditures. ²
- BC has a mature interactive gaming sector which is the largest in Canada as well as a growing number of new media companies offering services including digital effects, animation and digital distribution.
- BC is the third largest centre for music in Canada (after Ontario and Quebec) with world-class recording studios and a large number of successful and internationally renowned musicians.
- BC has the second largest English language book and magazine publishing sector outside of Ontario.

Sources:

¹ Opportunity BC 2020: Creative Sector (PriceWaterhouse Coopers Report for the British Columbia Business Council)

² Statistics are based on tax credit certifications under the Film Incentive BC and Production Services Tax Credit Programs for the fiscal year April 1, 2014 – March 31, 2015. Creative BC administers these programs on behalf of the Province of British Columbia.