

SONY PICTURES IMAGEWORKS' MICHELLE GRADY APPOINTED TO CREATIVE BC BOARD OF DIRECTORS

Grady provides expertise in BC's film and television, and digital entertainment industries

VANCOUVER B.C. (July 25, 2016) – Creative BC adds Michelle Grady, Senior VP, Production at Sony Pictures Imageworks, to its Board of Directors. Grady's long career in visual effects and post-production will contribute to the current Board's diverse expertise in the province's creative economy.

"I am honoured to join Creative BC's Board of Directors," said Grady. "The province's visual effects industry is thriving and Vancouver is home to the world's largest cluster of top visual effects and animation studios. I look forward to working with the Creative BC team to further expand development."

Grady oversees Sony Pictures Imageworks' growing roster of more than 600 visual effects and animation artists, and with more than 23 years of experience in the visual effects and post-production industry in Vancouver, her career grew alongside the expanding production business in the city. Prior to Imageworks, Grady served as Head of Film at MPC and VP and General Manager at Technicolor, where her experience included managing work on *Batman v Superman*, *Guardians of the Galaxy*, *Godzilla*, *Maleficent*, and *Life of Pi*.

"Michelle Grady is a great addition to the Board," said Gordon Esau, Partner at Dentons Canada LLP and Chair of Creative BC's Board of Directors. "Her expertise in VFX and digital entertainment will help drive the continued growth of BC's creative economy."

Michelle joins the existing Board, including:

- **Gordon Esau**, Partner at Dentons Canada LLP, **Chair**
- **Robert Bromley**, President of Force Four Entertainment, **Vice Chair**
- **Anne Denman**, Executive Director, Okanagan International Animation Festival 2017
- **Colin Browne**, Professor Emeritus, School of Contemporary Arts, SFU
- **Michael Francis**, President, Seed Management
- **Pauline Moller**, Senior Vice President, Studio Operations, Zynga Inc.
- **Sarah Fenton**, General Manager, Watchdog Management
- **Scott McIntyre**, Founding Partner & Chairman, D&M Publishers
- **Shan Tam**, Producer, Maple Ridge Films Ltd.
- **Tom Gierasimczuk**, Media Executive and Journalist

Creative BC's Board of Directors is committed to growing and developing the province's creative economy by providing leadership to expand and generate employment, drive inward investment and enhance the province's economic performance.

About Sony Pictures Imageworks

Sony Pictures Imageworks is the Academy Award®-winning visual effects and animation unit of Sony Pictures Motion Picture Group known for live-action visual effects, dynamic creature and character animation and all-CG animation. The company, headquartered in Vancouver, B.C., recently completed work on Columbia Pictures' *Ghostbusters*, and is currently in production on the Warner Bros. live-action feature *Suicide Squad*, *The Smurfs: Lost Village* and *The Emoji Movie* for Sony Pictures Animation, *Kingsman: The Golden Circle* for 20th Century Fox, and *Storks* for Warner Animation Group.

About Creative BC

Creative BC is an independent agency created and supported by the Province of BC to sustain and help grow BC's creative sector (film and television, digital and interactive media, music, and magazine and book publishing industries). The agency delivers a wide range of programs and services to expand BC's creative economy. These include the administration of the provincial government's tax credit programs for film and television; development funding and export marketing support; and motion picture production services to attract inward investment and market BC as a destination for domestic and international production. The agency acts as an industry catalyst and ambassador to help BC's creative sector reach its economic and creative potential both at home and globally.

The logo for Creative BC, featuring the words "creativeBC" in a lowercase, pink, sans-serif font.

Stay up to date with initiatives from Creative BC.

Twitter: @creativebcs

Facebook: /creativebcs

Instagram: @creativebcs

Website: www.creativebc.com

Media Contact:

Lindsay Nahmiache

lindsay@jivecommunications.ca

604-889-7996