



TD Bank Financial Group VP **Scott Mullin** is flanked by Liberty Village Executive Director **Lynn Clay** (left) and Magenta Foundation Principal **MaryAnn Camilleri** (right) and friends at the announcement of *Flash Forward Festival*.

FLASH FORWARD FESTIVAL

The Magenta Foundation launches five-day international photo festival in 2010

Emerging photographers from Canada, the UK and the US to be featured in five-day event in Toronto's Liberty Village sponsored by TD Bank Financial Group.

TORONTO (October 9, 2009) The Magenta Foundation, together with TD Bank Financial Group has announced the forthcoming transformation of their successful emerging artist photography competition into *Flash Forward Festival*, an international five-day bi-annual photo festival launching October 6, 2010.

The announcement was made last night at Lennox Contemporary in Toronto, at the book and exhibit launch of *Flash Forward 2009*, the fifth instalment of The Foundation's landmark emerging-artist photography competition.

MaryAnn Camilleri, Magenta's Principal, is excited to see her favourite project expand into a full-fledged festival. "Toronto is a perfect city to host an arts festival. We have a thriving arts community and some of the best talent in the world at our doorstep. But I don't just want another festival, I want to create a real experience for this city and international travellers. Time to bring the sexy back to Toronto," she said.

"*Flash Forward* is another example of Magenta's commitment to recognize artistic talent in Canada and beyond," said Scott Mullin, Vice President Government and Community Relations, TD Bank Financial Group. "This event will break down geographic barriers and inspire the arts community to welcome and appreciate the exceptional work of emerging photographers."

Set to take over Toronto's Liberty Village area, *Flash Forward Festival* will provide an in-depth experience for emerging photographers with educational and networking opportunities, including events with collectors, arts enthusiasts and industry professionals. The festival will include five curated exhibitions (representing Canada, the UK and the US, plus one guest nation), as well as workshops, a lecture series, nightly events, an art fair and a major closing event that will be filmed and transmitted globally.

The projected audience of 20,000 includes a large cross-section of the art community:

- Career-oriented photographers from Canada, the UK and the US
- Culture consumers who collect art and are keen to champion emerging talent
- Top-tier curators, academics, art directors and photo editors from London, New York, Chicago, Los Angeles, Toronto, Montreal, and Vancouver
- Arts patrons, commercial gallerists, internationally recognized mid-career and established artists who mentor emerging talent, architects, designers, students and visitors

In the past five years, *Flash Forward* has helped launch the careers of more than 500 photographers. By adding a festival component to the competition, The Magenta Foundation will maintain its vanguard position at the forefront of promoting international emerging photographers.

TD Community Giving: Making a Difference Together

Children's health, literacy and education, and the environment are the three main areas of focus for TD's community giving. Flagship programs within these areas include: TD Children's Hospital Fund; TD Friends of the Environment Foundation; TD Great Canadian Shoreline Cleanup; TD Canadian Children's Book Week; TD Canada Trust Scholarships for Community Leadership; and the TD Summer Reading Club. With support from customers and employees, TD is involved with a host of national, regional and local causes benefiting diversity, arts and culture, and other community programs. In 2008, TD donated \$35 million to more than 2,100 organizations across Canada.

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