



### **A Song for Africa Documentary**

“It isn’t that hard to make a difference...all it takes is a little persistence”.

A professional video team lead by Generator Films, Savant Productions and Derek Horn will produce a television documentary about *The Song for Africa* project and its recent journey that has started to raise awareness among Canada’s youth about the AIDS pandemic in Africa. It will be broadcast on CHUM television. Musicians who were involved in the project such as Ian D’sa (Billy Talent), Damhnait Doyle, Luke McMaster and Simon Wilcox will travel to Kenya between July 22<sup>nd</sup> and August 1st to capture the everyday stories that often do not get told. The musicians will also assist in the day to day operation of a mobile AIDS clinic and take part in some of CARE Canada’s recent initiatives in Kibera/Kenya. The documentary will serve as a vehicle to present the AIDS crisis in a different light to Canada’s young people. Creative marketing and distribution strategies will be undertaken to reach the film’s intended audience base in Canada. These strategies will include a national television broadcast, a series of audio and video podcasts that will be available on I Tunes free of cost, an innovative Toronto Subway System marketing campaign, a grassroots screening campaign and a Content on Demand campaign hosted by Bell Canada.