

**FOR IMMEDIATE RELEASE (November 16, 2015 Red Deer, AB)**

## **The CACHE Project Receives Funding To Produce Short Films About Central Alberta.**

CACHE Productions is pleased to announce support for their program The CACHE Project with a production grant from TELUS Optik Local. The funds will support continued production of short documentary films about the development, culture and history of Central Alberta. As with previous short films from The CACHE Project, these films will be available, for free, on Optik TV On Demand, as well as online, and Shaw TV channel 10 Red Deer.

The CACHE Project was started in 2011 by local filmmaker Rueben Tschetter to capture the heart and the stories of rural and urban Central Alberta and to give a voice to the uniqueness of this community. Past films include a look at the military history of the Central Alberta, a day in the life of a fur trapper, abstract steel sculpting in the area and more. With this support, pre-production of further 15 short films has begun. These films will document the history and development of The Special Areas, the Gopher Hole Museum, life and times of Tim Van Horn, rejuvenation of downtown Red Deer, among others. The films are set for final release during the summer of 2016.

### **About The CACHE Project**

Through the art of documentary filmmaking, The CACHE Project tells human interest stories from Central Alberta. These stories encapsulate the innovation, diligence, energy and emotion within a strong Albertan identity. The project aims to tell stories with high quality original visual narratives and to develop an original style of storytelling that compliments Central Albertan culture. To view past films and for more information about The CACHE Project please visit their website at [www.thecacheproject.ca](http://www.thecacheproject.ca)

### **About Telus Optik Local**

Telus Optik Local supports compelling, original storytelling in British Columbia and Alberta by providing funding to filmmakers to produce their content, training to maximize their potential and exposure to new audiences. Content is distributed for free on TELUS Optik TV as well as online.

-30-

For more information, please contact:

Rueben Tschetter  
Director  
CACHE Productions  
403.934.8165  
[rueben.tschetter@gmail.com](mailto:rueben.tschetter@gmail.com)