

**FOR IMMEDIATE RELEASE (March 22, 2016 Red Deer, AB)**

***The Great Rejuvenation Of Downtown Red Deer*  
Documentary Film Screening.**

Media are invited to attend the release and public screening of another film produced by CACHE Productions as part of The CACHE Project. Told from the perspective of Red Deer City Councillor Paul Harris and Red Deer City Manager Craig Curtis, *The Great Rejuvenation Of Downtown Red Deer* is a real time success story, it is happening as we speak, so to speak.

During the 1990's tumbleweeds were rolling across the intersection of Geatz Avenue and Ross Street. If you listened really closely, you could hear "the outhouse door banging in the wind". Red Deerians would be hard pressed to say when things turned around. Some say winning the Culture Capital of Canada award in 2003 was a sign. Others say the planning documents of 2008 set things in stone. *The Great Rejuvenation Of Downtown Red Deer* traces the life, death and rebirth of downtown Red Deer.

The production of this film was made possible with a grant from TELUS Optik™ Local and will soon be available for free on demand on Optik TV and Optik Local's YouTube channel online.

The film will be screened for the public at the Coconut Room, 4924 Ross Street, in Red Deer on **Friday April 16, 2016 at 6:30pm.**

**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.

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