

FOR IMMEDIATE RELEASE (Monday, September 25, 2017 Red Deer, AB)

CACHE Productions Releases The CACHE Project 2017 Films

CACHE Productions is thrilled to finally announce the release of 5 documentary films from *The CACHE Project* that have been in production during the past year.

The flagship film from *The CACHE Project* this year is called *Are You Listening? A Pathway to Empathy*. This film is a touching narrative documentary and features an Alberta cast and crew as well as Red Deer and area community members and leaders. *Director Wanda Reinholdt* was inspired by the successful peer driven Empathy Program that was in Central Alberta schools for a short while as well as the personal story of the family of a young woman who committed suicide. The idea behind this film is that when we listen to understand, we change lives. It follows Josie, a mental health advocate, as she models listening in her life.

Through creating this film, everyone involved in the project learned that our society is talking more than ever about mental health but we are still not listening well. The hope is that this film will take the stigma away and help viewers understand that feelings of sadness, hopelessness and despair are human responses. Most of all, the creators want audience members to realize that feelings can be managed by connecting with someone who listens and that listening is something we can all do.

Are You Listening? will officially premiere at a film release event in Downtown Red Deer at **The Scott Block on Oct 12 7pm. Doors open at 6:30.** The screening is free and open to the public upon reservation. Please RSVP with **Susan Scott at 403.340.9082.**

The other four films being released are of the traditional documentary genre, but with a twist. Each film is a contribution to a unique filmmaking style that CACHE Productions has been developing since 2012. *Hutterite Harvest*, *Sacred Transitions*, *Forgotten Prairie*, *Of The Village* along with *Are You Listening?* are the most recent additions to *The CACHE Project* portfolio. These films present an opportunity for viewers to follow the story of how *The CACHE Project* creates stories, and continues to develop a unique filmmaking style that compliments rural Western Canadian identity.

In *Hutterite Harvest* *Jeff Collins* travels to Hutterite Colonies in Alberta to see why they are making major investments in Geo Thermal, Solar Thermal, Wind & Solar Electricity projects. This film explains how green energy projects fit well with and easily integrate into Hutterite communal culture.

Sacred Transitions tells the story of 8 individuals as they share their personal experience of transition from traditional Aboriginal culture to an urban Canadian culture, & back. "Like a hockey player goes back and forth to play hockey... you do what you have to do in the urban setting. Then you come home to a traditional setting to take care of the sacred teachings, songs, dancers and the drum".

Forgotton Prairie takes the viewer on a cinematographic adventure with *The Big Doer & friends* to research and create stories among forgotten Saskatchewan ghost towns. This story recreates the past partly through the lens of *Rob Pohl's* view camera, photographic technology from the turn of the last century when the towns were bustling. "The past makes us what we are,

& what we are is our past". ***Forgotten Prairie*** will screen at the **East Coulee School Museum** in East Coulee, Alberta on a date to be announced.

Of The Village explores the immigrant & refugee experience in Central Alberta, Canada. How diverse is Alberta & Western Canada? What is the significance of that diversity? What are the challenges of integrating into *Canadian* society since the Brexit vote and the outcome of the US election? ***Of The Village*** will screen alongside a rerun of ***Journeys of Hope*** films at the *Welikoklad Event Centre* in downtown Red Deer in celebration of Alberta Culture Days on **Saturday Sep 30 at 7pm**. This event is free and open to the public.

The CACHE Project is funded by the TELUS Optik Local fund and the films are available for free on demand on TELUS Optik TV, Youtube, The CACHE Project website & now available for purchase on DVD at www.thecacheproject.ca.

About The CACHE Project

Through the art of documentary filmmaking, The CACHE Project tells human interest stories from Western Canada. These stories encapsulate the innovation, diligence, energy and emotion within a strong Western Canadian identity. The project aims to tell stories with high quality original visual narratives and to develop an original style of storytelling that compliments Western Canadian culture. To view past films and for more information about The CACHE Project please visit www.thecacheproject.ca.

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