

FOR IMMEDIATE RELEASE (October 11, 2016. Red Deer, AB)

The CACHE Project Green-lighted For Another Season

CACHE Productions is thrilled to announce that The CACHE Project has received a production support grant from TELUS Optik Local as part of their 2016/2017 programming slate, which allows CACHE Productions to build on their repertoire of short documentary films showcasing unique communities and people in and around Central Alberta. TELUS Optik Local made the announcement last week green lighting 61 new projects throughout BC and Alberta, representing a total of \$3.2 million in support grants. All content produced through the Optik Local Fund will be made available for free on demand on Optik TV and online later in 2017.

Along with the stories being filmed for this season's lineup of The CACHE Project, CACHE Productions is building a community engagement and awareness profile through various online media platforms and podcasting. This will give viewers a chance to become more engaged with the content, with the people behind the scenes... it will also create involvement with and future story ideas for The CACHE Project.

This season of documentary films from The CACHE Project will be completed and ready for broadcast June 30, 2016. While the stories and treatments are in development, the project will produce less quantity of content than last season's 15 short films, with a greater focus on story structure and film quality.

Among the 6 documentaries being produced this season is Hutterite Harvest: Green Energy On The Colonies. This story will investigate the initiative that the Hutterite community in Alberta is under-taking by investing in green energy technology. Some of the windmills slowly rotating on the Alberta prairie right now are owned and operated by Hutterites. Green Acres Colony near Bassano, Alberta has built the largest solar voltaic installation in Western Canada. Geothermal systems are the go-to heating and cooling system on many new daughter colonies. Solar thermal, while not as common, also is in production. If this seems like an odd investment with electricity and natural gas prices at historic lows, it's not, at least not for Hutterites. This documentary film tell the story of the green energy movement taking place among Hutterite colonies.

The stories in this season's lineup of The CACHE Project will take a qualitative approach to telling human interest stories from Central Alberta. From the important conversations about youth mental health to the newcomers, refugees and immigrants, from all over the world, coming to our community and making Central Alberta home. This season's stories, along with all the stories from The CACHE Project so far, intend to encapsulate the innovation, diligence, energy and emotion within a strong Albertan identity.

Documentary films from this season of The CACHE Project will be released at a public venue in Red Deer to be announced at a later date.

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

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

www.thecacheproject.ca

403.934.8165

rueben.tschetter@gmail.com