

For Immediate Release: Tuesday, October 29, 2024

**HOT DOCS CINEMA LAUNCHES NEW SEASON OF DOC SOUP SERIES WITH
WORLD PREMIERE OF *PLAY IT LOUD! – HOW TORONTO GOT SOUL*
ON DECEMBER 4**

- *PLAY IT LOUD! – HOW TORONTO GOT SOUL* UNCOVERS THE LITTLE-KNOWN STORY OF HOW JAMAICAN MUSIC BECAME AN ESSENTIAL PART OF CANADIAN CULTURE; SCREENINGS ON DECEMBER 4 AND DECEMBER 7
- POST-SCREENING Q&As WITH DIRECTOR GRAEME MATHIESON, BELOVED JAMAICAN CANADIAN MUSICIAN JAY DOUGLAS AND PRODUCER ANDREW MUNGER
 - DOC SOUP 2024-25 WILL SHOWCASE FIVE PREMIERES OF THE BUZZIEST DOCUMENTARIES FRESH OFF THE INTERNATIONAL FESTIVAL CIRCUIT, INCLUDING POST-SCREENING Q&AS WITH DIRECTORS AND SPECIAL GUESTS, RUNNING FROM DECEMBER TO APRIL
- DOC SOUP SEASON 2024-25 SUBSCRIPTIONS AND STREAMING PASSES NOW AVAILABLE

Toronto, Canada – Hot Docs is excited to announce that the world premiere of *Play it Loud! – How Toronto Got Soul* will kick off the 2024-25 season of the popular **Doc Soup** screening series. The season opens on **Wednesday, December 4** at **6:30 PM** at **Hot Docs Ted Rogers Cinema**, with an additional screening on Saturday, December 7 at 8 PM. *Play it Loud! – How Toronto Got Soul* (D: Graeme Mathieson | Canada | 85 mins | 2024), produced with support from the Hot Docs-Slaight Family Fund, reveals the little-known story of how Jamaican music became a critical and unlikely part of Canadian culture. Doc Soup Season 2024-25 Subscriptions are now on sale. New this year, Hot Docs is pleased to offer a limited number of Doc Soup Streaming Passes for audience members unable to attend live screenings. Each pass provides access to a four-day streaming window following each of the five Doc Soup screenings.

“We are thrilled to launch the new season of Doc Soup with such an important and resonant local story that delves into and celebrates the rich, intricate culture of our city,” shared **Heather Haynes**, Hot Doc’s Director of Programming. “Many of our local histories remain untold, and our community heroes uncelebrated. *Play it Loud! – How Toronto Got Soul* brings to light a story that will undoubtedly capture our audience’s minds and hearts. The tale of Jay Douglas is one of resilience, inspiration and triumph over adversity. This eye-opening documentary celebrates the vibrant underground music scene that emerged in early 1960s Toronto and forever transformed our city.”

Play it Loud! – How Toronto Got Soul reveals a social and cultural migration that made Canada a mecca for Jamaican music, recognized around the world, but little heralded at home. This story is told through

the life, music, struggles and triumphs of beloved Jamaican Canadian singer **Jay Douglas**. Born as Clive Pinnock in rural Jamaica to a single mother, Douglas began performing professionally at 17 and has never stopped. Today, nearly sixty 60 years later, he's more popular than ever. Douglas' life mirrors the emergence of Jamaican popular music, both in its birthplace, and his adopted country. He's a witness and participant to the birth of ska and reggae, the Jamaican diaspora in the UK and Canada, and the emergence of a uniquely Canadian Black music culture. Through Jay's personal story, the film tells an important and largely unknown tale of cultural transformation.

Play it Loud! – How Toronto Got Soul features appearances by legendary producer Sly Dunbar (of Sly & Robbie fame), rapper Cadence Weapon (Rollie Pemberton), singer Jackie Richardson, Everton "Pablo Paul", reggae stars Adrian Miller and Carlene Davis, former Much Music host Michael Williams and many others.

Play it Loud! – How Toronto Got Soul is directed by Graeme Mathieson, produced by Andrew Munger (*Once Were Brothers: Robbie Robertson and The Band*) and executive produced by acclaimed director Clement Virgo (*Brother, The Wire*). The film was funded by TVO, Knowledge, Canada Media Fund, Telefilm Canada, Rogers Documentary Fund, Ontario Creates and Hot Docs.

The Wednesday, December 4 screening will be followed by a Q&A with director Graeme Mathieson, musician Jay Douglas and producer Andrew Munger. The Saturday, December 7 screening will be followed by a Q&A with director Graeme Mathieson. Both sessions will be moderated by Heather Haynes, Hot Docs' Director of Programming.

Doc Soup Season 2024-25 Subscriptions and a limited number of Streaming Passes are now available at <https://hotdocs.ca/whats-on/cinema-series/doc-soup>

Each Doc Soup Subscription:

- Guarantees a ticket to each of the five Doc Soup screenings, December to April.
- Provides access to a four-day streaming window after every Doc Soup screening should you be unable to attend in person*
- Comes with a 12-ticket package for the 2025 Hot Docs Festival, which affords an early-booking window that allows you to pick your films first.

*Please note: Hot Docs will continue to offer a streaming option for Doc Soup films for subscribers, however, they are not able to offer streaming for 2025 Festival films.

Single tickets on sale to the public will start Thursday, November 7.

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Owned and operated by [Hot Docs](#), a not-for-profit organization dedicated to advancing and celebrating the art of documentary, Hot Docs Ted Rogers Cinema is the world's largest documentary cinema. A

Owned and operated by the Hot Docs International Documentary Festival, the historic Hot Docs Ted Rogers Cinema is one of the world's only documentary cinemas.

historic, century-old landmark located in Toronto's vibrant Annex neighbourhood, the Cinema is a year-round home for non-fiction film and storytelling, presenting first-run international and Canadian documentaries, curated film and speakers series, signature events such as Hot Docs Canadian International Documentary Festival, as well as hosting for some of the city's premier festivals and events. Since assuming management in 2012, Hot Docs has screened over 1,425 films to audiences of more than 1.3 million. In 2016, a generous \$5-million donation from Rogers Foundation enabled Hot Docs to purchase venue.

Media Contact:

Juan M. Gonzalez-Calcano
Sr. Media Relations Manager, Hot Docs
jgonzalezcalcano@hotdocs.ca