

**\$50,000 ROGERS AUDIENCE AWARD HONOURING CANADIAN DOCUMENTARIES  
TO BE PRESENTED AT HOT DOCS FESTIVAL  
AUDIENCE POLL OPEN TO VIEWERS ACROSS CANADA**

Toronto, March 30, 2021 – Hot Docs is pleased to announce that the Rogers Audience Award and accompanying cash prizes totaling \$50,000 CDN, courtesy of Rogers Group of Funds, will be presented at year's Hot Docs Festival, which will be held online at hotdocs.ca and available to stream nationwide from April 29-May 9. Introduced at the 2017 Hot Docs Festival, the Award and cash prize have traditionally been given to the Canadian feature documentary screened at the Hot Docs Festival that receives the highest average rating as determined by audience poll. As this year's Festival is being presented virtually for a second year, the Award will honour the top five Canadian documentaries in the audience poll, which will be open to viewers across Canada for the first time, and will present each director with a cash prize of \$10,000 CDN.

"Since the launch of the Rogers Audience Award, the Award has gone to incredibly creative, passionate, and hardworking Canadian filmmakers to applaud their documentary films," said **Robin Mirsky**, Executive Director, Rogers Group of Funds. "We are thrilled to continue working alongside Hot Docs Festival to celebrate and recognize Canadian producers and directors."

"We're so pleased to be able to partner with Rogers Group of Funds for a fifth year to award these directors and their films with this incredible cash prize," said **Erin Lau**, Managing Director of Hot Docs. "Rogers Group of Funds has always been such a strong supporter of Canadian documentary, and we thank them for their continued commitment to championing the work and cinematic vision of Canada's filmmakers."

Feature-length documentaries screening as part of Hot Docs Festival that have a Canadian director and are CAVCO certified will be eligible for the Rogers Audience Award. Online voting will take place during the Festival, April 29 - May 9, with electronic ballots being available to audience members across Canada who stream the eligible films. One ballot per stream will be issued. Ballots will be tallied and the winning five films with the highest average scores will be announced at a special online event streaming Sunday, May 9, at 7:00 pm ET at hotdocs.ca.

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[Hot Docs](#), North America's largest documentary festival, conference and market, is a not-for-profit organization dedicated to advancing and celebrating the art of documentary and to creating production opportunities for documentary filmmakers. Hot Docs will present its 28th annual edition online from April 29-May 9, 2021, during which a full roster of industry conference sessions, market programs and networking events will be held for Canadian and international delegates, including the renowned Hot Docs Forum, Hot Docs Deal Maker, Distribution Rendezvous and The Doc Shop. Year-round, Hot Docs supports the Canadian and international industry with professional development programs and a multi-million-dollar production fund portfolio, and fosters education through documentaries with its popular free program Docs For Schools. Hot Docs owns and programs the Hot Docs Ted Rogers Cinema, a century-old landmark located in Toronto's Annex neighbourhood and the world's first and largest documentary cinema, and operates Hot Docs at Home streaming platform.

Hot Docs is proud to include Scotia Wealth Management as its Presenting Platinum Partner; Rogers Group of Funds as its Founding Partner; CBC Gem as its Signature Partner; Crave and Netflix as its Presenting Partners; and Telefilm Canada and the Government of Ontario as its Major Supporters.

**ABOUT ROGERS GROUP OF FUNDS**

Since 1980, the Rogers Group of Funds has supported Canada's independent film and television producers with more than \$600 million through three different types of funding. Rogers Telefund offers loans to Canadian independent producers; Rogers Documentary Fund, Canada's premier source of funding for documentary films; and Rogers Cable Network Fund, an equity investor in Canadian programs with a first play on a Canadian cable channel. Three different types of financing. Three different funds. All from one source – Rogers.

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