



FOR IMMEDIATE RELEASE

THE BUSINESS OF ANIMATION

September 25, 2009: Animation is big business. With increased feature length animations, cinema screenings, merchandising, as well as spin off series, it has become a multi-million dollar industry and one local organization - the Animae Caribe Festival - is positioning itself to bring some of those financial benefits to Trinidad and Tobago. In a discussion with Festival Director and Founder Camille Selvon Abrahams, it was revealed that one of the major objectives of Animae Caribe 2009 is to attain funding for the production of a series of Caribbean animations.

"We are seeing economies changing all over the world, but what remains constant is people's desire to be entertained through movies and animation," Mrs. Selvon noted. "Animation is used in so many areas on a daily basis that we are convinced that this is a viable and profitable industry. We are therefore using this Festival to develop a more dynamic framework for the stimulation of the industry. This year, our major objective will be to develop closer links with Canada to ensure co-production, funding and project development for future animations."

Mrs. Joan Stewart Vogelsang, President and Chief Executive Officer, of Toon Boom International, a multimillion dollar international animation technology provider, stated: "I always love coming home to Trinidad and Tobago. The Animae Caribe Festival is blossoming and bringing great focus to the development of this industry. We look forward to the production of feature length animations using the services available in Trinidad and Tobago."

Toon Boom International is committed to taking the success it has had in India and repeating it in the Caribbean. "Considering the rich mix of cultures in the region, we are convinced that the Caribbean has all the right ingredients to become a strong contender in the marketplace," commented Mrs. Stewart Vogelesang. "Toon Boom has already done presentations on the benefits of building a sound animation industry to several representatives of the Ministry of Education and of Science, Technology and Tertiary Education as well as to the Chamber of Commerce. The Caribbean offers tremendous potential which Toon Boom is proud to nurture." she concluded.

On September 30th the opening day of the Festival, Toon Boom International, in collaboration with the High Commission of Canada, will host a cocktail reception to showcase the works of Toon Boom, images from Animae Caribe 2008, as well as to advance informal discussions on co-production for future animation projects.



For further information on the Festival, visit the Animaecaribe website at www.animaecaribe.com or call the Festival's Communications office, Colthrust PR Ltd. at 674-2555.

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