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March 3 / Le 3 mars 2008

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### Three Little Pigs to Receive Golden Reel Award at 28<sup>th</sup> Annual Genie Awards

Feature film recognized as highest grossing film in 2007

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(Toronto, ON) February 26, 2008—The Academy of Canadian Cinema & Television (ACCT) announced today that it will present this year's Golden Reel Award to the feature *Les 3 P'tits Cochons / The Three Little Pigs*, which grossed over \$4.6 million in Canada during the qualifying period of January 1, 2007 to December 31, 2007. The award will be presented at the 2008 Genie Awards on Monday, March 3<sup>rd</sup> at the Metro Toronto Convention Centre.

In this comedy of manners, the feature's "three little pigs" are three 30-something brothers Mathieu (Claude Legault), Christian (Guillaume Lemay-Thivierge) and Remi (Paul Doucet). During the summer of 2006, they take turns recounting their lives to pass the time at the bedside of their mother who is hospitalized and in a coma. With each passing day, the conversation becomes increasingly explicit between the two younger brothers. As their fantasies evolve to become more and more risqué, they are driven to act on their desires despite their older brother's stricter principles and wary advice.

A first-time feature film for director Patrick Huard with four nominations at the 28th Annual Genie Awards, *Les 3 P'tits Cochons / The Three Little Pigs* is produced by Pierre Gendron and Christian Larouche from Zoofilms Inc. and is distributed by Christal Films Distribution.

Both Gendron and Larouche have been honoured with Genie Awards at past ceremonies, and each has received a Golden Reel Award. Gendron received his Golden Reel in 1990 for *Jesus de Montreal* and Larouche won in 2002 for *Les Boys III*.

The Golden Reel Award is presented annually to the Canadian film that earns the highest domestic box office in that year.

The 2008 Genie Awards from the Metro Toronto Convention Centre will be broadcast on Monday, March 3<sup>rd</sup> at 10pm ET/PT on the E! Television Network and IFC.

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For full details on the 28<sup>th</sup> Annual Genie Awards, go to [www.genieawards.ca](http://www.genieawards.ca).

**About the Academy of Canadian Cinema & Television (ACCT)**

The ACCT is a national, non-profit, professional association dedicated to the promotion, recognition and celebration of exceptional achievements in the Canadian film and television industries. Created in 1979, and today unifying almost 4,000 industry professionals across Canada, the Academy is a vital and integral force in the industry.

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- ❖ Best Live Action Short Drama sponsored by Movieola—The Short Film Channel
- ❖ Special Award for Outstanding Achievement in Make-Up sponsored by M·A·C Cosmetics
- ❖ Golden Reel Award sponsored by Zip.tv

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