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Max Valiquette Appointed to Canada Media Fund Board of Directors

October 7, 2009 (Toronto) – The Canada Media Fund today announced that Max Valiquette will fill the seventh and final seat on the funding agency’s 2009-2010 Board of Directors. Appointed by the Canadian Coalition for Cultural Expression (CCCE), Mr. Valiquette is the founder of Youthography, a youth marketing and research firm.

“Mr. Valiquette’s appointment rounds out the expertise of the CMF Board,” said Louis Roquet, Chair of the Board of the CTF. “His experience serving on the boards of various not-for-profit organizations and his knowledge of the digital and new media sectors will be an asset to the organization.”

Mr. Valiquette is one of North America’s most sought after speakers on youth and pop culture. Over the course of his career, he has worked on some of the biggest, most recognized youth brands in the world, including Nike, MTV, and Nintendo. Mr. Valiquette was the Marketing Chair for the AIDS Committee’s 2008 Fashion Cares event and currently sits on the advisory board for Mediacs, a youth media literacy advocacy group.

Mr. Valiquette joins fellow CCCE nominees, Alison Clayton, Guy Fournier, Ronald W. Osborne, and Louis L. Roquet, and Department of Canadian Heritage nominees, Cheryl Barker and Eileen Sarkar, on the 2009-2010 CMF Board of Directors.

The Board will focus on stewardship, oversight, and accountability of the Fund, which will conduct business as the Canadian Television Fund for the remainder of the 2009-2010 fiscal year.

Fostering the growth of television production in Canada through financial investment and industry research, the Canadian Television Fund (CTF) supports the development of Canadian talent, programs, and audiences. The Canada Media Fund, an amalgamation of the Canadian Television Fund and the Canada New Media Fund, will launch on April 1, 2010 to enable the creation of successful, innovative Canadian content for television and digital platforms. For more information, visit www.ctf-fct.ca.

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