

## Women's Film Festival Puts Gender Equity at the Forefront of Berlinale



**Berlin, Germany, February 22, 2024** – In the front row of an auditorium at the Canadian Embassy to Germany last Friday, Berlinale's Executive Director Mariëtte Rissenbeek watched with rapt attention as St. John's International Film Festival's Executive Director Jenn Brown spoke about gender equity in the Canadian film sector.

Last week, the [St. John's International Women's Film Festival \(SJIWFF\)](#) attended the European Film Market in Berlin, Germany, to present its first international event. Partnering with the **Power For Change! global forum for women's film organizations**, SJIWFF presented "The Other Gaze" keynote speaker **Joey Soloway** (Television creator, Showrunner, Director and Writer, *Transparent*, USA) and **Gail Maurice** (Director/Writer, *Rosie*, Canada) on the Post Heroic Storytelling panel. Brown was also a guest speaker on "Championing Gender Equity in Canada's Film Industry" at the *Heroines for Change* forum alongside impressive international luminaries representing **60 organizations across 31 countries**.

"Our annual October Festival is celebrating 35 years this fall, and with incredible films (all written or directed by women and gender diverse artists), our Film Industry Forum is celebrated as a safe space for candid conversations and real relationship building with the

nation's leading artists and decision-makers," Brown said to a packed room at the Canadian Embassy in Germany. "And [we're] located in a pretty magical part of the world."

Earlier the same day that Brown, Soloway and Maurice spoke at the Power To Transform! Forum, an international research team released their findings on gender equity in the film sector in a report titled "[Re-Framing The Picture.](#)" They shared that at the current pace, Canada won't reach gender equity in the film industry until 2085 - further showing the necessity of organizations like SJIWFF and the Power to Transform! Forum.

**For more information, please contact:**

Natalie Dignam, Marketing Manager

[Natalie@WomensFilmFestival.com](mailto:Natalie@WomensFilmFestival.com)

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