TORONTO reel asian INTERNATIONAL FILM FESTIVAL presented by NATIONAL BANK

National Bank Supports Reel Asian International Film Festival as Presenting Sponsor for Second Consecutive Year

FOR IMMEDIATE RELEASE – Toronto, Canada – October 8, 2014 – **National Bank** is proud to support the 18th annual **Toronto Reel Asian International Film Festival (Reel Asian)** for a second year in a row as presenting sponsor and continues its on-going patronage for the international film festival for its fifth consecutive year. Founded in 1997 by producer Anita Lee and journalist Andrew Sun, Reel Asian is a unique showcase of contemporary Asian cinema and visual works by artists based in Canada, USA, Asia and South East Asia.



"National Bank is dedicated to fostering local arts and culture programs such as Reel Asian, a vital world renowned festival and the largest Asian film festival in Canada," said **Lesly Tayles, VP Personal Banking, National Bank**. *"We are thrilled for this year's edition and the outstanding work to be presented."*

From **November 6 - 16** (Toronto) and **November 15 and 16** (Richmond Hill), the non-profit festival will host galas, screenings, forums, workshops and parties honouring and celebrating Asian culture. Tickets for the festival will be available in October through the Reel Asian website.

As part of its Presenting Sponsor initiatives, National Bank will be involved in both the opening and closing night films, including an online contest for closing night and valet parking for opening night ticket holders in Toronto & Richmond Hill. National Bank will also host a private screening for their clients at the Shangri-La.

Among its initiatives, National Bank will be providing bus services from Yee Hong, a caring community for seniors, to the Richmond Hill screenings and an online contest for the festival's closing night, offering film aficionados an exclusive **VIP Reel Asian experience**, including dinner, limousine service and VIP seating for the final film presentation. As part of National Banks commitment to you, popcorn sales from the Reel Asian screenings will be made to the youth film programs as part of National Bank's mandate to support youth in local communities. The branded National Bank popcorn containers will be sold with all festival popcorn purchases and one dollar from each sale will be donated to the **Summer Youth Video Workshop Program**.

#nbreelasian @nationalbank

COMMUNITY INVOLVEMENT

Every year, via its donations, sponsorship programs and initiatives of its employees, National Bank helps support hundreds of organizations across Canada. It focuses primarily on four main areas of activity – health, education, arts and culture, and community outreach – with the goal of generating positive benefits for communities. Along with Reel Asian, National Bank also support the arts and culture industry through the Festival Franco-Ontarien and the Interior Design Show. To find out more about National Bank's involvement in the community, consult its Social Responsibility Report at www.nbc.ca/socialresponsibility.

About National Bank of Canada

With $199 billion in assets as at July 31, 2014, National Bank of Canada (nbc.ca), together with its subsidiaries, forms one of Canada's leading integrated financial groups. The Bank has more than 20,000 employees and is widely recognized as a top employer. Its securities are listed on the Toronto Stock Exchange (TSX: NA). Follow the Bank's activities via social media and learn more about its extensive community involvement at clearfacts.ca and commitment.nationalbank.ca.

Media contact: **Faulhaber Communications**, 416.504.0768
Lindsay Singer ls@faulhabercommunications.com Jessica Chen jc@faulhabercommunications.com

For more information about Toronto Reel Asian International Film Festival please visit http://www.reelasian.com, www.facebook.com/reelasian or follow the festival on Twitter @reelasian.

FAULHABER COMMUNICATIONS