TORONTO reel asian INTERNATIONAL FILM FESTIVAL

presented by NATIONAL BANK

National Bank celebrates Asian community and arts as Presenting Sponsor of Reel Asian International Film Festival

FOR IMMEDIATE RELEASE – Toronto, Canada – October 6, 2015 – This year National Bank will enter its third consecutive year as Presenting Sponsor for the 19th annual **Toronto Reel Asian International Film Festival (Reel Asian)**, having already supported Canada's largest Asian film festival for six continuous years. Since 1997, Reel Asian has been fueling the growing appreciation for Asian cinema in Canada by showcasing films by East, South and Southeast Asian Artists in Canada, The U.S., Asia and around the world.

"National Bank is committed to driving social and cultural development in Canada, so providing ongoing support for Reel Asian for six years now is truly our honour," said **Tarek Naguib, VP Personal Banking, National Bank**. *"We're very proud to support the Asian arts and culture and can't wait for the festival to kick-off."*



The non-profit community-based festival will run from **November 5 – 13** (Toronto) and **November 14 and 15** (Richmond Hill), attracting thousands of attendees to celebrate the Asian culture with galas, screenings, forums, workshops and parties among prominent artists, musicians, and up-and-coming filmmakers. Festival tickets will be available for purchase through www.reelasian.com in October.

As part of its Presenting Sponsor initiatives, National Bank will be involved in the opening and closing night films showing at the University of Toronto campuses at Isabel Bader Theatre. National Bank will provide complimentary valet parking for opening and closing night ticket holders and shuttle services to Richmond Hill after the screenings. Film enthusiasts will have the opportunity to win a **VIP Reel Asian experience** provided by National Bank that includes dinner, limousine service and VIP seating for the closing Toronto film *Seoul Searching*. On November 6 and 7 film goers will have the chance to warm up with free gloves provided by National Bank while waiting in line for their movies at the AGO.

An initiative National Bank will be carrying over from last two years is the provision of bus services from Yee Hong, a residential community for senior citizens, to the Richmond Hill screenings. As part of National Bank's dedication to supporting youth in local communities the bank will donate $2 for every piece of Reel Asian merchandise sold during the festival to the **Summer Youth Video Workshop Program**.

#nbreelasian @nationalbank

COMMUNITY INVOLVEMENT
National Bank helps to support hundreds of organizations across the country every year through its donations, sponsorship programs and initiatives of its employees. It focuses on four main areas of activity – health, education, arts and culture, and community outreach – with the goal of helping young people to be healthy, educated and engaged in their community. Along with Reel Asian, National Bank supports 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 $216 billion in assets as at July 31, 2015, National Bank of Canada (www.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.

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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.

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