

FOR IMMEDIATE RELEASE

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Introducing the IMPROVideo Project

(Toronto) Some of Canada's finest improvisers have teamed up to bring comedy and cinema audiences an unforgettable evening of improvised video shorts, with all proceeds benefiting the Alzheimer Society of Toronto.

The directors of these unique video shorts hail from some of Canada's finest teams – *This Hour Has 22 Minutes*, *The Second City* – and include multiple Canadian Comedy Award winners. Each has been challenged to combine their talents in a new medium for improvisation: the video short.

The IMPROVideo Project was devised by writer/director Simon Fraser as a means to “take improvisation out of its standard framework.” Says Fraser, “I wanted to give improvisers the opportunity to wield their talents in a very practical way towards a common goal. And have proof of what they'd created.”

To direct the IMPROVideo shorts, Fraser enlisted an assortment of improvisers, writers and directors including **Jennifer Whalen** (head writer of *This Hour Has 22 Minutes*), **Aurora Browne** (2008 Canadian Comedy Award Winner for Best Female Improviser), **Mike Fly** (commercial director and member of Regina's General Fools Improvisational Theatre), **Adrian Parks** (director of *Sure Lock: A True Poo Story*, 2008 CCA for Best Web Clip) and **Naomi Snieckus** (director at *The Second City*). They, in turn, called upon a veritable who's who of Toronto's perennially active improvisation community to form their videos.

In what will surely be one of the coolest events to attend in Toronto all year, **The IMPROVideo Project #1** is set to go down at Tallulah's Cabaret in Buddies in Bad Times Theatre, 12 Alexander Street, on Tuesday, March 24, 2009, with screenings at 8PM and 10PM; hosted by **Bruce Hunter** of the Illustrated Men.

For more additional details, please access the event website at www.improvideo.ca. For media inquiries please contact: Janice Cody, 416-727-1683.