



September 29, 2017

**NEWS RELEASE**

## **TIFF WINS TOP HONOUR AT *LEADING CULTURE DESTINATIONS AWARDS* Winner of the Best Soft Power Cultural Organisation Award**

**TORONTO** — The Toronto International Film Festival® (TIFF) was tonight announced the winner of the **Best Soft Power Cultural Organisation Award** at the Leading Cultural Destinations Awards ceremony, held in London's Trafalgar St. James Hotel.

The LCD Awards, dubbed “The Oscars for Museums,” celebrate dedication to cultural vitality — recognizing institutions, organizations and cities that have provided exemplary contributions to local cultural life. The winners are chosen by a jury of nine established “cultural gurus” from around the world.

maxine bailey, VP of Advancement at TIFF, was in London to accept the Award. She commented: “I am delighted to accept this award on behalf of TIFF; and on behalf of our discerning audience, staff, donors and volunteers who have helped make TIFF Bell Lightbox the most vibrant, creative, exciting and engaging destination for culture lovers in Toronto. To be recognized as the best cultural organization by the LCD Awards is truly an honour.”

The *Best Soft Power Cultural Organisation Award* celebrates the influence and impact of a cultural destination in a city, virtually and beyond. “Cultural destinations today are not only for art experiences and education,” the LCD Awards said in a press release, “they have become social hubs for visitors to spend time, dine, shop, work and even sleep.” Previous winners of the Award include the Canadian Museum for Human Rights and the Polin Museum of the History of Polish Jews.

For more information about TIFF visit [www.tiff.net](http://www.tiff.net)

For a full list of winners and more info visit [www.lcdawards.com](http://www.lcdawards.com)

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TIFF is a charitable organization with a mission to transform the way people see the world, through film.

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\*Toronto International Film Festival Inc. Charitable Registration # 11930 4541 RR0001



## About TIFF

TIFF is a charitable cultural organization whose mission is to transform the way people see the world through film. An international leader in film culture, TIFF projects include the annual Toronto International Film Festival in September; TIFF Bell Lightbox, which features five cinemas, major exhibitions, and learning and entertainment facilities; and innovative national distribution program Film Circuit. The organization generates an annual economic impact of \$189 million CAD. TIFF Bell Lightbox is generously supported by contributors including Founding Sponsor Bell, the Province of Ontario, the Government of Canada, the City of Toronto, the Reitman family (Ivan Reitman, Agi Mandel and Susan Michaels), The Daniels Corporation and RBC. For more information, visit [tiff.net](http://tiff.net).

**TIFF is generously supported by Lead Sponsor Bell, Major Sponsors RBC, L'Oréal Paris, and Visa, and Major Supporters the Government of Canada, the Government of Ontario, and the City of Toronto.**

For information, contact the Communications Department at 416.934.3200 or email [proffice@tiff.net](mailto:proffice@tiff.net).

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