

Media Release

United Way Simcoe Muskoka
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UWSimcoeMuskoka.ca



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FOR IMMEDIATE RELEASE

March 11, 2024

United Way Simcoe Muskoka launches Second Annual Real2Reel Film Festival with the film “Four Feet Up”

2024 Documentary Film Series to kick off in Collingwood

Midhurst, ON, March 11, 2024 – Today, United Way Simcoe Muskoka announced the launch of the 2024 Real2Reel Documentary Film Festival, presented by RBC Foundation and Enbridge. The film festival presents thought-provoking documentaries that shed light on complex social issues and inspire positive change. Each screening is followed by a panel discussion, connecting the subject matter to local challenges and opportunities.

The first film to be featured in this year’s festival will be “Four Feet Up” in Collingwood on March 26. This documentary follows a family experiencing poverty, presenting an intimate and touching window into what child poverty looks like in one of the world's richest nations.

“We are excited to launch the 2024 Real2Reel Documentary Film Festival with a screening of ‘Four Feet Up’ in Collingwood,” said Brian Shelley, Chief Executive and Philanthropy Officer at United Way Simcoe Muskoka. “Through the generous support of RBC Foundation and Enbridge, we are pleased to share these impactful stories of lived experience to help increase empathy and understanding in our community.”

The United Way also unveiled the official logo for the Real2Reel Film Festival designed by Orillia’s Steph Dunn. Dunn says her design represents how the arts can help to heal issues such as social inclusion and substance disorders, using the notion of inclusivity and community connection.

United Way Simcoe Muskoka will also be bringing the Real2Reel Film Festival to Muskoka, Barrie, and Midland over the coming months. For more information and to stay up to date on upcoming screenings, go to uwsimcoemuskoka.ca.

What: United Way presents “Four Feet Up” as part of the Real2Reel Film Festival

When: March 26, 2024 – 6:30-9:30pm

Where: Simcoe Street Theatre, 65 Simcoe Street #Studio 7 Collingwood, ON L9Y 1H7

Who: This event is open to the public. Tickets are \$5.00

Tickets: [Four Feet Up ticket purchasing](#)

United Way's Real2Reel Film Festival invites all community members to come together to celebrate the power of documentary filmmaking in sparking positive change.

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About United Way Simcoe Muskoka

United Way Simcoe Muskoka is a local charity dedicated to bringing together people and organizations to meet community needs by tackling complex social issues. To learn more go to <https://uwsimcoemuskoka.ca/>

Photo cutline: The 2024 Real2Reel Documentary Film Festival logo designed by talented Orillia artist Steph Dunn

Media Inquiries

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