

Media Release

United Way Simcoe Muskoka

1110 Highway 26, Midhurst, Ontario L9X 1N6
UWSimcoeMuskoka.ca



**United Way
Centraide
Simcoe Muskoka**

FOR IMMEDIATE RELEASE

March 27, 2024

United Way Simcoe Muskoka launches Second Annual Real2Reel Film Festival in Collingwood

“Four Feet Up” explores generational poverty through the eyes of a child

Midhurst, ON, March 27, 2024 – Last night in Collingwood, United Way Simcoe Muskoka presented a screening of the film “Four Feet Up” as part of its second annual Real2Reel Film Festival. Directed by Nance Ackerman, “Four Feet Up” follows Isaiah as he contemplates what being “less fortunate” means and finds his voice through his own drawings and photography.

Following the screening of the thought-provoking documentary, a panel featuring local advocates discussed the film and what poverty looks like in Collingwood. The panel, made up of Vanessa Hurley from the Health Unit, Samantha Jones from My Friend’s House, and Doug Linton from the Collingwood Affordable Housing Task Force, delved into an engaging conversation that touched on complex social issues such as childhood mental health and generational poverty.

“What an impactful way to kick off this year’s Real2Reel Film Festival,” remarked Brian Shelley, Chief Executive and Philanthropy Officer at United Way Simcoe Muskoka. “It is our hope that sharing stories like ‘Four Feet Up’ can spark important conversations and inspire change in our community.

“A huge thank you to the RBC Foundation and Enbridge,” added Shelley. “Their financial commitment to this film series is critical to supporting the United Way’s advocacy and education efforts.”

The Real2Reel Film Festival continues with upcoming screenings in Huntsville, Midland, and Barrie over the coming months. For more information on upcoming screenings, visit uwsimcoemuskoka.ca/real2reel-film-festival/.

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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: From left to right: Panelists Samantha Jones, Vanessa Hurley and Doug Linton with United Way Simcoe Muskoka Chief Executive and Philanthropy Officer Brian Shelley at the Real2Reel Film Festival screening of “Four Feet Up”

Media Inquiries

United Way Simcoe Muskoka
Deborah Neary
Marketing & Communications Specialist
(647) 545-9703
dneary@uwsimcoemuskoka.ca