



Ontario Visual Heritage Project

FOR IMMEDIATE RELEASE

HD Documentary on City of Greater Sudbury History to Premiere at Science North

SUDBURY, Ontario – June 8, 2008 – After two years in production, the City of Greater Sudbury installment of the Ontario Visual Heritage Project, entitled, ‘Riches Beyond Our Rocks; Stories from Greater Sudbury,’ will be launched in the INCO Cavern at Science North, in Sudbury on Tuesday July 8th, 2008. This free event will feature a screening of the two-hour, HD documentary film, which explores the intriguing history of the City of Greater Sudbury and its people through interviews with local historians, archival films and photographs, and re-enactments of historical events. To kickoff the evening, a reception catered by The Lake House and sponsored by the City of Greater Sudbury will be held at 6:30pm, and the screening will begin at 7:15pm. The evening will wrap up around 10:00pm.

The Ontario Visual Heritage Project team, with the support of the Greater Sudbury Public Library and Heritage Museums and other community groups, has been hard at work since funding for the project from the Ontario Trillium Foundation and FedNor was announced in July of 2006. Now, the project is ready to be released in conjunction with the City’s celebration of the 125th anniversary of the railway reaching Greater Sudbury. Under the guidance of a steering committee made up of local volunteers from the historical community, over 50 historians were interviewed and the talents of 55 community actors were employed for the 27 re-enactments shot for the film. District museums and historical groups also played an integral role in the project by providing historic shooting locations, and archival materials.

One of the goals of this not-for-profit project is to create multimedia tool kits, which are meant to teach, preserve and promote the history of Ontario to audiences young and old. The documentary is the central component of each project, and is augmented by: a website where the videos can be viewed in streaming media, a course-guide for educators, and an interactive DVD which allows viewers to access stories via a timeline, through their location, or according to their theme, and also includes 60 minutes of additional stories and content. The launch will celebrate not only the completion of the project and the history of the City of Greater Sudbury, but also the upcoming distribution of the multimedia tool-kits to every school, library, and museum in the district free of charge.

‘Riches Beyond Our Rocks; Stories from Greater Sudbury’ looks at the stories that make the district unique, and the events that contextualize the area within the bigger picture of our country. When discussing the City of Greater Sudbury, project Director Zach Melnick said: “The story of the City of Greater Sudbury is as diverse and rich as the rocks beneath its surface, and the roots of its people run just as deep. For centuries, the riches of the Sudbury landscape have attracted peoples from throughout Canada and the world. Lumbermen, prospectors, miners, and farmers are among the pioneering spirits who have called Greater Sudbury home. Here, through its multicultural population and industrial endeavors, the echoes of the great moments of

the 20th century can be heard. But don't take our word for it – this story is told almost entirely through the words of leading local historians, such as Dr. Matt Bray, Dr. Dave Pearson and Dr. Oiva Saranin, and through the exploits of the wife of the region's first doctor, Florence Howey.”

Under Melnick's direction, the Ontario Visual Heritage Project has seen success in seven counties in Southwestern Ontario, including: Haldimand, Norfolk, Brant/Brantford/Six Nations, Elgin, Oxford, Sarnia-Lambton, and Chatham-Kent. The City of Greater Sudbury project is one of four projects that will be launched this summer, along with: the District of Muskoka, Manitoulin Island, and the West Parry Sound District. All four documentaries will be available in a box set of DVDs entitled “The Shield.” The City of Greater Sudbury film will be available in both English and French.

Orders for DVDs of ‘Riches Beyond Our Rocks’ will be taken at the Launch at Science North. Attendees will have a chance to provide feedback to the producers before the DVD master is created. In September the DVDs will be available for purchase from city libraries, museums, and other partner organizations. For a full list of partner organizations, additional information on the launch, high resolution photographs, or to view a video trailer of ‘Riches Beyond Our Rocks; Stories from Greater Sudbury,’ please visit our website at www.visualheritage.ca.

The Ontario Trillium Foundation is an agency of the Government of Ontario. For over 25 years, the Foundation has supported the growth and vitality of communities across the province. OTF continues to strengthen the capacity of the volunteer sector through investments in community-based initiatives. For more information, please visit www.trilliumfoundation.org.

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