

**FOR IMMEDIATE RELEASE - OCTOBER 25,
2016 (FREDERICTON NB)**



**Open Your Eyes
FREDERICTON**

Fredericton community initiative using film to help local charitable organizations share their story

The Fredericton Community Collaborative Initiative (FCCI) is proud to launch Open Your Eyes Canada - Fredericton (OYEC-F)!

OYEC-F is an exciting pilot initiative and funding opportunity for charities and nonprofit organizations (affiliated with a local charity) in the Fredericton area that would like to raise community awareness around a “social issue”. The initiative would provide the selected organization with an opportunity to access the tools and resources needed to share their story with the people of Fredericton. This would include a cash prize and in-kind promotional support that includes the production of a short film and the development of an online cross-sector promotional campaign to share their story with others. Through both financial and in-kind support from the FCCI partners, one organization will be selected for the 2017 Open Your Eyes Fredericton project. Organizations with a compelling story are invited to send proposals by December 1, 2016.

“The Fredericton Community Foundation fully supports this important community initiative. The FCCI is a great team of partners that have come together to help support a local charity to raise awareness around a social issue. The diverse expertise of the team will definitely mean that the selected candidate will be in good hands and that the end product will be of high quality.”

The Fredericton Community Collaborative Initiative (FCCI) is a cross-sector partnership between organizations in the Greater Fredericton area led by DOCTalks Festival & Symposium in association with the Fredericton Community Foundation, along with the UNB Centre for Enhanced Teaching & Learning, Da Vinci College, New Brunswick Social Policy Research Network, United Way Central New Brunswick, City of Fredericton, Greater Fredericton Social Innovation, Fredericton Chamber of Commerce, and the Documentary Organization of Canada’s Atlantic Chapter.

For more information and to access the call for proposals please visit the project website:
www.openyoureyescanada.ca

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