



SNOW

BASED ON THE GRAPHIC NOVEL

RYAN COULDREY PRODUCTIONS INC. PRESENTS

SNOW

STARRING

NINA IORDANOVA KIRA HALL ASHLEY TREDENICK
RICHARD CHUANG TREVOR RAMAI JR. AND BRIAN SCOTT CARLETON

WORLDWIDE RELEASE DATE:

OCTOBER 27, 2014

WWW.SNOWTORONTO.COM

PUBLICITY CONTACT

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PRODUCER CONTACT

Ryan Couldrey
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RUNNING TIME: 77 MIN FORMAT: 2:1 STEREO 2014

THE STORY

Dana (NINA IORDANOVA) is a 20-something woman who makes her living working at a local bookshop, Abberline Books. She's not a fan of change; she likes her life the way it is, cozy and comfortable in Queen West, the Toronto neighbourhood she lives in and loves.

Queen West is changing, though, and Dana's not sure it's for the better. She and her best friend, Julia (KIRA HALL) seem to casually stumble across one closed storefront after another. Where Julia might offer a toast to storefronts dead and gone and then move on, Dana wishes there was a way to make a difference in her neighbourhood. What could she possibly do by herself, though?

Coupled with the increasing number of "CLOSING" signs in shop windows is a change in the attitude of Queen West's population; jerks are knocking Dana's coffee out of her hands in the street, customers are angrily causing trouble at her bookstore, domestic disputes are spilling out into the streets and stores are being broken into and vandalized.

Meanwhile at Abberline Books, sales keep going down while the rent keeps going up. The owner, Mr. Abberline (BRIAN SCOTT CARLETON) and Dana's colleague Chen (RICHARD CHUANG) are doing what they can, but it doesn't look good for the shop, a neighbourhood staple.

Just when Dana thinks she can't take anymore change, she witnesses something that sends her into a darker side of Queen West she wasn't aware even existed. There's no turning back now; when the world forces her to stand up for herself and what she cares for most, will Dana be able to handle it?





PRODUCTION NOTES

Snow was adapted from the award- nominated graphic novel of the same name by artist and video game producer Benjamin Rivers. With no romantic sub plots and no male lead starring opposite of Dana, *Snow* stands out with a storyline driven by its three principal actresses. At its core, it's a love story between Dana and Queen West.

The film was shot in Toronto during the frigid early months of 2014 with a small but dedicated cast and crew. The film went from idea to picture lock in less than a year, and will be released both for free as well as part of a large, paid package on October 27, 2014 on **snowtoronto.com**.

Snow was produced by Ryan Couldrey, and was completed without seeking assistance from government grants or crowdfunding. Proceeds from the first 90 days after release will be donated to the Princess Margaret Cancer Foundation.

www.snowtoronto.com
facebook.com/SnowToronto
snowtoronto.tumblr.com
[#snowfilm](https://twitter.com/snowfilm)

THE CAST



NINA IORDANOVA (Dana)

A business school grad who left it all behind for the silver screen, Nina made her mark early on with her lead role in the 2013 TIFF Best Short Film award-winning *Noah*, following it up with a lead role in the Air Canada enRoute Festival award-winning *Walk the Moon*. *Snow* is Nina's feature film debut.

Website: ninaiordanova.com

Twitter: @theNiniverse



KIRA HALL (Julia)

Kira is a Yellowknife-born actor, playwright, puppeteer and singer. You may know her from the premiere Canadian cast of *Avenue Q* at the LOT as Kate Monster and Lucy the Slut. She recently was in the Dora-nominated puppet ensemble of *The Old Man and the River*, and just wrapped up a tour for *Paleontology*, her Best Solo Show (Montreal Fringe) and Best Drama (Victoria Fringe) award-winning one-woman play. *Snow* is Kira's feature film debut.

Website: kirahall.com

Twitter: @kiranorth



ASHLEY TREDENICK (Suzanne)

Ashley took home the Best Actress Award at the 2013 Hamilton Film Festival for her role in *Panic*, and she recently wrapped production on *Diamond Tongues*, a feature film co-produced by Broken Social Scene founding member Brendan Canning. She's also a frequent collaborator on Raindance-produced productions

IMDB: imdb.com/name/nm5492181/

Twitter: @ashleytredenick



RICHARD CHUANG (Chen)

In his own words, Richard is "best known for his short stature and long hair." We disagree; Richard is an up-and-coming actor who starred in celebrated webseries like *Improbabilia* and *Out of Time*, as well as the short films *Exigent* and *Kung Fu Cops*. His feature-film debut in *Snow* as the big brother Dana never had, Chen, sees Richard showing some serious on-screen chops.



TREVOR RAMAI JR. (Remy)

You've probably seen him as the face of a Rogers ad campaign, but with performances like his turn as Remy in *Snow* and his upcoming role in the short film *Bow to your Prince*, Trevor will soon be known for his amazing work on the big screen. *Snow* is Trevor's feature film debut.

Facebook: www.facebook.com/tramjr

Twitter: @T_Ram_Jr



BRIAN SCOTT CARLETON (Mr. Abberline)

Brian has appeared as a principal character in the feature films *Unique ID*, *Headcase*, *Amy George* (TIFF 2011) and *Late Night Double Feature*. He recently worked with Charisma Carpenter (*Angel*) on the TV series *Surviving Evil*, and starred in the award-winning web series *Pete Winning and the Pirates*.

IMDB: imdb.com/name/nm3109997

ABOUT THE FILMMAKERS



RYAN COULDREY

Director, Editor, Screenplay

Ryan got his start in moving pictures by shooting live-action trailers for the award-winning video game *Home*, music videos for the likes of Nutella, and festival award-winning shorts with indie filmmakers like the Blue Flame Collective. He's also a seasoned portrait photographer who's worked with musicians like Buck 65, Blue Rodeo and K'naan. *Snow* is his feature-film directorial debut

Website: snowtoronto.com

Twitter: @RyTron



BENJAMIN RIVERS

Author, original graphic novel

Benjamin wrote and illustrated the award-nominated *Snow* graphic novel, which was recently included in the *Toronto Star* alongside books by Margaret Atwood and Michael Ondaatje as one of "ten reads by authors who capture the city." He is also an accomplished video game designer, single handedly producing the award-winning *Home* for iOS/PC/Mac/PlayStation as well as the upcoming *Alone With You*, a PlayStation exclusive.

Website: www.benjaminrivers.com
Twitter: @benjaminrivers

THE CREW

SARAH GRANGE

First A.D.

Sarah is a seasoned actress, comedian and singer who's worked with the award-winning Blue Flame Collective and starred in the celebrated web series *3 Guys and a Witch*.

Website: www.sarahgrange.com

Twitter: @SarahGrange

MARGO PAIGE

Makeup and Hair

Margo's background in makeup special FX and talent with her brushes made her indispensable on the set of *Snow*. She works professionally in film, TV and fashion.

Website: www.mpmakeup.com

CAITLIN ROBSON

Script Supervisor

Caitlin has worked with CDS Studios on productions for the likes of Purina and Western Union, as well as for web series makers Rize Studios. *Snow* is her first feature film.

ROBBY DUGUAY

Composer

Robby's work can be heard in video games by award-winning companies like Untold Entertainment and The History Channel. *Snow's* unique score is Robby's first feature film soundtrack.

Website: www.robbyduguay.com

Twitter: @RobbyDuguay

ANNE-MARIE RONT

(Sound Re-recording Mixer and Engineer)

Anne-Marie has worked on numerous feature films and TV series, including *OutsideIN*, *The Fall*, and *A Trip to the Island*.

Website: www.exitzeroaudio.ca

GRAHAM ROBINSON

Sound Recordist

The multi-talented Graham is a screenwriter, actor and sound recordist who's worked on numerous web series and short films. You can see him a few times in *Snow* if you look closely.

BRIAN CLEMENT

Sound Recordist

Brian recently released his first sci-fi/fantasy novel, "The Final Transmission," and has already been commissioned for a sequel. He's also the web series producer behind *Improbabilia*.

VINCENT PIETTE

Sound Recordist

An accomplished studio engineer who's worked with Rob Zombie and Monster Magnet, *Snow* is his first feature film.

FAQ WITH RYAN COULDREY, DIRECTOR AND SCREENWRITER

Q: Why did you choose to adapt *Snow* into a feature film?

A: *Snow* had a storyline I would be proud to have my name attached to. The story of Dana and her neighbourhood is the romance in the story, and one that many big-city dwellers can identify with. In terms of how it fares on the Bechdel Test, I think we damn near melted it with no male leads or romantic sub plots.

Q: How was the film funded?

A: With my bank account. We didn't apply for any grants, nor did we ask anyone for any money through crowdfunding.

Q: Did you use the graphic novel as a storyboard for the film?

A: Nope! The graphic novel medium is very different from that of film. There are some panels that we did pay homage to where appropriate, but the film was shot listed and planned without using the graphic novel as a guide.

Q: Did you film in the real locations depicted in the graphic novel?

A: In a few cases (the laundromat, Dana's apartment building front door and many outdoor locations) yes. The bookstore was originally inspired by Pages, a one-time staple of the Queen West neighbourhood that closed the day after *Snow*: Volume 2 was released years ago, so we shot at Bakka Phoenix instead. Other shops (like The County General, Atomic Toybot, Mad Dog Cafe) were used in lieu of other locations in the book.

Q: Was it hard finding closed storefronts to feature?

A: Sadly, not at all. The opening sequence (which featured a number of "CLOSING" signs) was shot entirely on Queen Street West in a single day. We noticed an increase in "FINAL SALE" and "CLOSED" signs on Queen both during and after production.

Q: How did the story change in the adaptation?

A: I was such a fan of the original story that I tried to keep it as true as possible to Ben's original work. That said, plenty of dialogue was changed, and some scenes were either altered or omitted entirely.

Q: What was it like shooting outdoors in the winter?

A: Wretched! It was one of the bleakest Toronto winters any of us could remember. Nina only wore skirts for the whole film in her role as Dana (as she wore in the graphic novel), including the outdoor scenes; I'm surprised she still speaks to me, actually.

Q: Why are you giving the film away for free?

A: We wanted to collectively make an amazing feature-length film that could be seen by anyone with no financial walls. With the film being freely available, anyone with an internet connection and a love for independent cinema can enjoy *Snow*.

Q: Why donate 90 days of proceeds to the PMCF?

A: This was a personal choice. I watched someone close to me suffer through two bouts of stage-4 lymphoma (there is no stage-5), and the treatment she received daily from the PMCF was nothing short of astounding. They are the premiere cancer research facility in Canada, and one of the best in the world; any money *Snow* makes would be put to better use by them.

Q: How did you manage to write, shoot and release so quickly?

A: I already had a strong background in cinematography, editing and production planning, and I was also able to hand pick a cast and crew that I knew could do their jobs with their eyes closed. Couple that with self-producing (no middle men) and we had a recipe for a quick turnaround. I asked Ben if I could adapt *Snow* on May 29, 2013, and by May 29, 2014 we had hit picture lock, which would not have been possible had it not been for the amazing team that came together around *Snow*.

Q: Why make the film in black and white?

A: I wanted to pay homage to the source material by not only keeping the film monochromatic, but also by trying to translate the actual feel of the comic to the silver screen as faithfully as possible.

Q: Are you looking for a distribution deal or a festival tour?

A: Nope! We're open to future possibilities, but once the film is made public it cancels out 99% of film festival opportunities. In terms of theatrical/television/VOD distribution, we're keeping an open mind. We want people to be able to watch *Snow* right now!

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BASED ON THE
GRAPHIC NOVEL BY BENJAMIN RIVERS

FIRST AD SARAH GRANGE HAIR AND MAKEUP MARGO PAIGE
RE-RECORDING MIXER AND SOUND ENGINEER ANNE-MARIE RONT
SCRIPT SUPERVISOR CAITLIN ROBSON
DIRECTOR, CINEMATOGRAPHER, EDITOR AND SCREENPLAY RYAN COULDREY
MUSIC BY ROBBY DUGUAY

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