



NEWS RELEASE

FOR IMMEDIATE PUBLICATION

Incendo Starts Shooting of “*THE LEAD*”

Montreal, April 15th, 2019 – It is with great enthusiasm that Incendo announces the commencement of principal photography for *THE LEAD*, which started this morning in Montreal. The film stars actress Perrey Reeves (*Entourage; Famous in Love*) and also Canadian actors Kim Shaw (*Saving Hope; Animals*) and Gord Rand (*Man Running; Orphan Black*).

THE LEAD is directed by Philippe Gagnon (*Radio Silence, Mean Queen, Twisted*) and written by Barbara Kymlicka.

THE LEAD: Sasha Bruder has always wanted to be a star news reporter. Working her way up the ladder at a local TV station, she often covers community events but dreams of covering a bigger story. However, when she is kidnapped and held captive, she has all of a sudden become the story. Her dramatic escape soon becomes all anyone can talk about, and yet, who would want to kidnap Sasha and why? Sasha soon learns that she might not be as safe as she thought. Nothing is as it seems in the cutthroat world of TV news and the threat may be closer to home than originally suspected.

THE LEAD is produced with the participation of Bell Media. Jean Bureau and Ian Whitehead will produce the film for Incendo; Executive Producer is Jean Bureau.

About Incendo

Incendo is a Canadian company that specializes in the production and international distribution of high quality television programming for the worldwide marketplace. Since its inception in 2001, the company has produced compelling movies, television series as well as documentaries that have been sold throughout the world. Through its joint venture with Twentieth Century Fox International Television (Fox/Incendo), Incendo is the leading television distribution company in Canada and also handles theatrical distribution in Québec for Paramount Pictures. For more information, visit www.incendo.ca.

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