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Incendo Ramps Up Production and Development Slate Alongside New Market Strategy and Business Model

Montreal, July 30th, 2020 – In accordance with on-set safety protocols and revised health provisions, Incendo has initiated production on the original Rom Com, **A LOVE YARN**. Building on the success of previously produced projects in this genre, the film will run in parallel with additional Romantic Comedy themed projects slated for production in 2020 and 2021.

As one of Canada's leading content producers, with offices in Montreal, Toronto and Los Angeles, Incendo's evolving corporate strategy includes international co-productions, starting with Screentime New Zealand. These additional growth opportunities will continue to set the stage for industry alignment and an enhanced business model, all within a newly established era of film production and COVID-19 safety parameters.

This approach comes with a fresh perspective on this largely demanded genre, at a time when global audiences are looking for optimistic, fun and lighthearted entertainment programming.

Additional series and films on the development slate include heavily sought-after children's themed programming, action-packed, high-stakes thrillers and smart, thought-provoking dramas. A total of eight films will go into production this year with an additional eleven slated to start production in 2021. We are also in development on the intense drama-thriller [ICE](#), which will be produced with our partners Lionsgate UK and Further South Productions.

Incendo's united partnerships combined with innovative and creative viewpoints will bring these must-see narratives to life with appealing storylines, relatable, modernistic characters set against powerful backdrops, with projects shooting in exotic locations across Canada, Europe, Africa and New Zealand.

"Focusing on a new content category has reinforced our commitment to this premium and highly-sourced genre and is a vital part of our ongoing slate of series and films," said Gavin Reardon, Head of International Sales and Co-Productions. "We are thrilled to collaborate with exceptional industry talent and creative partners alongside carefully reinforced safety standards."

As a part of Incendo's market strategy and outlook, executive leadership announcements, re-defined business positioning and exciting new content distribution partners will be revealed in September.

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. As of April 2019, Incendo became a part of Groupe TVA. For more information, visit www.incendo.ca.

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