

## World Premiere of **HAND.LINE.COD.**

A Secret Mission on Fogo Island

Starring Fogo Island

**FOR IMMEDIATE RELEASE: Fogo Island, Newfoundland, August 3, 2016**

The [Toronto International Film Festival](#)® (TIFF) today announced that **HAND.LINE.COD**, a [National Film Board of Canada](#) (NFB) production, by executive producer, Annette Clarke and directed by Justin Simms will have its world premiere in Toronto this September as part of [TIFF 2016](#).

Simms' short film, **HAND.LINE.COD**, is set in the coldest waters surrounding Newfoundland's rugged and breathtaking Fogo Island and follows a group of "people of the fish"—traditional fishers who catch Northern Cod live by hand, by hook and line, one at a time. Their passion and livelihoods are intimately connected to the sea. Their secret mission? To drive up the price of fish, the exact opposite of what has been happening for the last 50 years, since the introduction of industrial fishing practices. After a 20-year moratorium on North Atlantic cod, the stocks are returning. Now, using proven techniques from centuries past, these fishers are leading a new revolution in sustainability and bringing their premium product directly to the commercial market for the first time. Hand-lined cod fillets are making their debut in Toronto's finest restaurants, where the city's top chefs clamour for this premium fish.

Simms takes viewers deep inside the world of the brave fishers returning to time-honoured methods that hold tremendous potential for the future. Travel with them from the early morning hours, spend time on the ocean, and witness the intricacies of a 500-year-old tradition that is making a triumphant comeback. Watch them bestow the greatest honour they can give to any creature taken from the ocean. **HAND.LINE.COD** is dedicated to the memory of filmmaker Colin Low.

Tony Cobb, President, of **Fogo Island Fish**, is thrilled that the film [HAND.LINE.COD](#) has been selected to premiere at TIFF. "We send congratulations to Annette Clarke, Justin Simms, Andrew McCormick and the National Film Board of Canada for their magnificent film. We Fogo Islanders are very proud of our tradition of hand lining cod, one at a time and we appreciate the NFB showcasing this time-honoured tradition portrayed in a new and relevant way."

The 41<sup>st</sup> Toronto International Film Festival runs **September 8 to 18, 2016**.

Purchase Festival ticket packages online 24 hours a day at [tiff.net/tickets](http://tiff.net/tickets); by phone from 10am to 7pm ET

daily at 416.599.TIFF or [1.888.599.8433](tel:18885998433); or visit the Steve & Rashmi Gupta Box Office at TIFF Bell Lightbox in person from 10am. to 10pm ET daily at TIFF Bell Lightbox, Reitman Square, 350 King Street West, Toronto. Festival ticket packages are available until August 14 for My Choice packages and August 24 for TIFF Choice packages, while quantities last.

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**Electronic press kit:**

<http://mediaspace.nfb.ca/epk/hand-line-cod/>

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