



FOR IMMEDIATE RELEASE

## **“Deadpool” Boosts British Columbia’s Economy Twentieth Century Fox’s Latest Blockbuster Spent Over \$40 Million**

**VANCOUVER, BRITISH COLUMBIA – February 12, 2016** – Twentieth Century Fox’s “Deadpool” opens today in theaters, and newly released economic data shows that the production spent more than \$40 million during 58 days of filming in British Columbia. The production also hired over 2,000 local cast, crew, and extras who earned more than \$19 million in wages.

British Columbia vendors and businesses were also recipients of the significant economic boost provided by the production, in addition to the local workers who were hired. Some of the production’s key local expenditures include:

- over \$1 million on location costs;
- close to \$815,000 on hotels, catering and restaurants;
- more than \$735,000 on construction; and
- nearly \$780,000 on transportation, truck and car rentals.

“British Columbia’s commitment to and partnership with the film industry supports jobs and economic growth throughout the province,” said **Wendy Noss, President, Motion Picture Association-Canada**. “The figures released today demonstrate just how many local workers, jobs, and businesses benefit from a single production, and why the industry is such a critical part of B.C.’s growing creative economy.”

“Congratulations to the more than 2,000 British Columbians who helped bring *Deadpool* to audiences around the world!” said **Shirley Bond, Minister of Jobs, Tourism and Skills Training, and Minister Responsible for Labour**. “British Columbia has a talented workforce, world-class infrastructure, competitive tax credits and diverse, spectacular locations. Because of these advantages, B.C. has earned its reputation as one of North America’s busiest centres for screen entertainment production.”

“Vancouver continues to be an attractive and competitive production hub, with outstanding scenery,” said **David Starke, Executive Vice President, Physical Production, Twentieth Century Fox**. “We were thrilled to shoot in B.C. where we had access to some of the best cast and crew, and a variety of locations that provided the ideal backdrop for so many of the movie’s most exciting scenes.”

“I have seen firsthand the enormous positive impact that productions like *Deadpool* have had on our city,” said **Gregor Robertson, Mayor of Vancouver**. “Film and television production continues to be a billion dollar industry here, and it is a growing contributor to Vancouver’s nation-leading economic growth. As Mayor, I am incredibly proud of our city’s reputation as an excellent partner for major productions like *Deadpool*, and I’m looking forward to seeing Vancouver’s own Ryan Reynolds on the big screen once again.”



### **About the MPA-Canada**

The Motion Picture Association – Canada (MPA-Canada) serves as the voice and advocate of the major international producers and distributors of movies, home entertainment and television programming in Canada and is an affiliate of the Motion Picture Association of America, Inc. (MPAA). The motion picture studios we serve are: Walt Disney Studios Motion Pictures; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; and Warner Bros. Entertainment Inc.

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