



COMPUTER ANIMATION STUDIOS OF ONTARIO

NEWS RELEASE

FOR IMMEDIATE RELEASE

CASO Receives Funding Support from the OMDC's Entertainment & Creative Cluster Partnerships Fund.

TORONTO, ON, March 10, 2010 -

CASO is pleased to be one of this year's recipients of the Entertainment & Creative Cluster Partnerships fund (the Partnerships Fund). This funding will enable CASO to revitalize their existing website in order to support a suite of web-based social networking and marketing tools which aim to strengthen the links between CASO members; improve membership outreach and recruitment; and provide a centralized marketing platform for new business & employment opportunities in the digital animation & effects realm.

"With this financial assistance, computer animation and visual effects studios in Ontario will be in a much stronger position to better showcase the cutting edge work of our members. Ultimately this will contribute to more innovation and jobs in Ontario." states Michael Carter, President of CASO.

The Partnerships Fund is co-administered by the Ontario Media Development Corporation (OMDC) & Ministry of Culture. The Fund was designed to help Ontario's entertainment & creative industries invest in smart ways to grow and increase their competitive advantage in the global marketplace.

Established in 2005, **CASO** is a non-profit trade association representing the digital animation and visual effects community in Ontario, Canada. As an advocate for the industry, **CASO's** primary areas of operation are: International Marketing and Promotion, Industry Statistics and Competitive Advantage, Education and Organizational Relations, Government Relations and Member Services. www.casont.ca.

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