

FOR IMMEDIATE RELEASE

September 15, 2026

Uptown Waterloo BIA Joins New Documentary Celebrating Europe in Ontario

STOUFFVILLE, ON – MARKD Productions is proud to announce that the Uptown Waterloo Business Improvement Area has joined the feature documentary *Europe in Ontario* as a Founding Sponsor.

Produced by MARKD Productions, *Europe in Ontario* will take audiences on a cinematic journey across the province, exploring the European-inspired destinations, architecture, culture, food, history and people that make Ontario such a remarkable place to discover. Uptown Waterloo is at the heart of one of Ontario's most dynamic communities, bringing together businesses, residents, visitors, events, culture and public spaces in a vibrant downtown environment. The partnership creates an opportunity to explore the people, ideas, creativity and experiences that help make Waterloo a destination in its own right.

"We're excited to be part of *Europe in Ontario* and to help showcase the people, places and experiences that make Uptown Waterloo such a special part of the region," said Christy Bertrand, Interim Executive Director, Placemaking & Outreach Manager, Uptown Waterloo BIA. "There are so many great stories happening throughout Uptown Waterloo, and we look forward to helping connect the film team with events and opportunities that highlight the creativity, community and energy of the city."

As part of the partnership, *Europe in Ontario* will have the opportunity to capture events and experiences in Uptown Waterloo that reflect the character of the community and the people who bring it to life.

One example is Waterloo Maker Faire, which took place September 13 at Waterloo Public Square. The free, family-friendly event brought together inventors, engineers, artists, skilled tradespeople, entrepreneurs, educators, students and members of the community to celebrate creativity, innovation and the spirit of making.

"The Uptown Waterloo BIA opens the door to a different kind of story for *Europe in Ontario*," said Kevin Huhn, Co-Founder of MARKD Productions. "We're interested in more than beautiful buildings and historic places. We want to discover the people who are creating, building, celebrating and shaping their communities today. Uptown Waterloo is full of that energy, and we're thrilled to have them as a Founding Sponsor and partner in helping us discover those stories."

Director Robert Crowley Smith added, "Independent filmmaking depends on partnerships with organizations that believe local stories are worth telling. Uptown Waterloo BIA's support helps us bring *Europe in Ontario* to life while giving us the opportunity to explore the people, events and experiences that make Waterloo unique."

About Europe in Ontario

Europe in Ontario is an upcoming feature documentary exploring Ontario's remarkable European-inspired destinations and experiences, celebrating the architecture, food, culture, traditions, and stories that make the province uniquely diverse.

About MARKD Productions

MARKD Productions is an Ontario-based independent production company specializing in cinematic storytelling across film, documentary, commercial, and branded content. It also partners with organizations to clarify their message, strengthen their brand, and connect more meaningfully with their audience through film, content, and strategy. For more information about MARKD Productions, visit www.markdproductions.com