

FOR IMMEDIATE RELEASE

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Europe in Ontario Welcomes Downtown Kitchener BIA as Founding Sponsor

STOUFFVILLE, ON – MARKD Productions is pleased to announce that the Downtown Kitchener BIA has joined *Europe in Ontario* as a Founding Sponsor.

The partnership brings Downtown Kitchener BIA into MARKD Productions' feature documentary exploring the European roots, cultural influences and community stories that have helped shape Southwestern Ontario.

Founded by local businesses in 1977, the Downtown Kitchener BIA works to create a downtown where people connect with one another, businesses and culture. That spirit of connection makes the BIA a natural partner for *Europe in Ontario*.

As part of the partnership, MARKD Productions will create a Signature Story Film™ focused on Christkindl Market, capturing the traditions, people, atmosphere and community connection behind one of Downtown Kitchener's most recognizable celebrations. The production team will also capture interviews and cinematic B-roll throughout Downtown Kitchener for potential inclusion in the feature documentary.

"The Downtown Kitchener BIA works with local businesses and community partners to create new experiences. We connect people to our district through activities celebrating arts, culture and music. The Christkindl Market is one of our largest projects, celebrating the holiday season by creating a unique outdoor market for shopping that allows visitors to take in new sights, sounds and flavours" says Linda Jutzi, Executive Director of the Downtown Kitchener BIA.

"Christkindl Market is a wonderful example of what *Europe in Ontario* is exploring," said Kevin Huhn, Co-Founder of MARKD Productions. "It's a European tradition that has taken root here and become part of the fabric of an Ontario community."

Europe in Ontario is currently being developed and filmed across Southwestern Ontario, connecting communities, businesses, cultural organizations and local voices to explore how European influences have evolved into uniquely Ontario stories.

"We're looking at more than where these communities came from," said Robert Crowley Smith, Director and Co-Founder of MARKD Productions. "We're interested in what those roots became, and the people who continue to shape these communities today."

The Downtown Kitchener BIA joins a growing group of Founding Sponsors supporting the production.

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

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