

## AMPLIFYING BLACK DIGITAL MEDIA CREATORS

The main goal of the **Amplifia** program is to provide prospective, emerging and established **Black digital content creators across Canada** with the information, funding, resources and support needed to collaborate, create and launch sustainable digital content businesses.

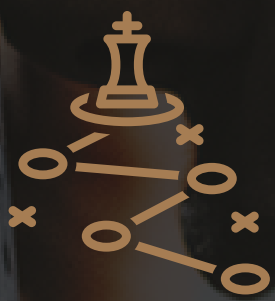
### THE WHY



*More than 1 in 5 Canadians are people of color. This is projected to increase to 1 in 3 by 2036.*

There are many stories from the “new mainstream” that need to be **amplified** in order to truly reflect the changing demographic reality of Canada.

### THE HOW



Building partnerships to support black digital creators of colour and become a hub for the community to **access resources, discover other creators and celebrate success.**

*Our program will be the first of its kind to specifically target **digital content.***

### WHY DIGITAL CONTENT?



Simple. The **barriers to entry are significantly lower** than traditional avenues of TV or film.

Creators can **leverage their existing creative skill sets and built-in audience** to tap into the multiple avenues for financing and distribution