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| Lights, camera, action: New film credit launchedJanuary 29, 2020 [Media inquiries](#media-contacts)Alberta’s film industry will be able to attract more productions and opportunities with the launch of the new Film and Television Tax Credit program.Application intake for the program is now open and will support projects that create Alberta jobs, boost investment and raise Alberta’s profile on the small and silver screen.The program offers productions a refundable tax credit to help cover Alberta production and labour costs up to a maximum of $10 million per project. Applicants may be eligible for either a 22 per cent or 30 per cent tax credit for productions that are Alberta owned.“We want our province to be a destination that attracts talent, investment and business from across Canada and around the globe. This credit, combined with our low tax environment and breathtaking landscapes, makes Alberta an attractive destination for big-budget television and film projects that inject millions into our economy and create jobs for Albertans.”Tanya Fir, Minister of Economic Development, Trade and Tourism “Disney has a long history of creating content in Alberta, and we recently celebrated the launch of TOGO on Disney+, which was filmed in the province. We are pleased to see that the Alberta government is launching a film and television tax credit and we look forward to working with them to continue to create stunning content using Alberta’s landscapes and crews.”MaryAnn Hughes, vice president, production and investment planning, The Walt Disney Company “The new film and television tax credit will help bring foreign investment and film and television productions to Alberta. Local producers will be able create and attract high profile projects that support local businesses and create jobs for local crews, creating spinoff benefits for communities across Alberta while growing our world-class film and television sector.” Tom Cox, managing partner, SEVEN24 Films“Calgary is a growing hub for film and television productions, with many large-scale films already hiring local crews and supporting local businesses. The Film and Television Tax Credit program will draw even more productions here, and I look forward to seeing more studios using the Calgary Film Centre and other facilities in southern Alberta, and making investments in our versatile and growing film sector.”Luke Azevedo, commissioner, film, television & creative industries, Calgary Economic Development. The tax credit is part of government’s commitment to grow Alberta’s cultural industries by 25 per cent over the next decade. The new program will provide industry with certainty that will translate to long-term growth in the sector.More information on eligibility, including how to apply, is available on the [program web page](https://www.alberta.ca/film-television-tax-credit.aspx).Quick facts* Every year, Alberta graduates more than 3,000 creative industry professionals from its post-secondary institutions.
* According to industry estimates, more than 3,200 Albertans are employed in the province’s motion picture and video industry.
* According to Statistics Canada data:
	+ Every $1 million of production activity in the screen-based production sector creates about 13 Alberta jobs.
	+ Every $1 million of government investment under the Film and Television Tax Credit program is expected to support about 60 Alberta jobs.

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