

WEATHER GONE WILD

FOR IMMEDIATE RELEASE

September 22, 2014



@dreamfilm

#WeatherGoneWildDoc



Dreamfilm on Facebook



CBC's Doc Zone Page for
WEATHER GONE WILD



www.dreamfilm.ca

Summer snowstorms. Disastrous flooding. Devastating wind and ice storms. Rampaging wildfires. Ruinous drought.

Our weather has taken a turn for the extreme. And it's going to get worse. What can we do to protect ourselves from the increasingly destructive weather headed our way?

WATCH THE WORLD PREMIERE OF THE DREAMFILM PRODUCTIONS DOCUMENTARY *WEATHER GONE WILD*

CBC-TV's Doc Zone

Thursday, October 23 at 9 p.m. (9:30 p.m. NT)

CLICK **HERE** FOR A SNEAK PREVIEW OF *WEATHER GONE WILD*.

(Vancouver/Toronto) It's not your imagination. The weather has changed, is changing, and will continue to change. More torrential rain, more intense heat, more ice storms, more drought. It's the new normal, and we all need to immediately start adapting if we want to protect our homes and families from the destructive effects of the wild weather that is now a part of our lives.

Produced by Vancouver-based Dreamfilm Productions, *WEATHER GONE WILD*, airing on CBC-TV's Doc Zone on Thursday, October 23 at 9 p.m. (9:30 p.m. NT) explores recent extreme weather events and the scientific projections of what we can expect over the next few decades: wild weather is going to become more common, and even wilder and more destructive. Then the film details what we can do to protect ourselves, our families, and the towns and cities where we live.



WEATHER GONE WILD

By the year 2050, just 35 years from now, Canada can expect:

- Double the number of extremely heavy precipitation events – with periods of drought in between.
- 5 times as many hot days over 30 degrees.
- 100% increase in wildfires.
- 50% less snowfall across the prairies.
- More hail and 50% more ice storms.
- More intense hurricanes.

“We’re at a weather tipping point,” says Melanie Wood, the director of *WEATHER GONE WILD*. “Over the last couple of years, there’s been a stunning succession of extreme weather events in virtually every corner of the globe. In North America alone, we’ve had Hurricane Sandy in New York, back-to-back tornadoes in Oklahoma, an unprecedented deluge in Calgary, flash flooding in Toronto, and unseasonable snowstorms in the Maritimes and on the Prairies. Intense and unusual weather, a natural outcome of climate change, isn’t unusual anymore.”

As a result, the new global buzzword is “adaptation”, as cities and citizens scramble to protect themselves. What can we do to give ourselves the best chance of dodging this coming bullet? *WEATHER GONE WILD* travels to Calgary, Toronto, New York, Miami and Rotterdam to detail the dangers of the destructive new weather patterns, and show the innovative plans in each city to protect people and property from the weather’s devastating effects.

In Canada, everything from farming, to the insurance industry, to building codes will have to change if we’re going to weather the coming storms. Most Canadian cities are particularly vulnerable because their aging sewer, drain, and electrical systems need to be massively upgraded to ensure a safe future.

WEATHER GONE WILD

As Blair Feltmate, University of Waterloo professor and Chair of Canada's Climate Change Adaptation Project says, "It's mission critical for the country. We have to weather-harden the system. Climate change will continue to happen. We need to figure out, what are we going to do about it?"

WEATHER GONE WILD answers that question with a number of practical steps Canadians can take to prepare themselves for destructive weather. Even conservative estimates show that for every dollar spent now on weather adaptation, six will be saved when damaging storms do strike.

In addition to the film, Dreamfilm Productions, the producers of *WEATHER GONE WILD*, with funding from the Bell Fund and in association with Tactica Interactive of Winnipeg, have developed a free downloadable web app that provides practical and useful step-by-step information for Canadian homeowners on how to safeguard our homes and our families. The free app, and a timeline of significant weather events in Canadian history, will be available at www.cbc.ca/doczone/episodes/weather-gone-wild in mid-October.

WEATHER GONE WILD is directed by Melanie Wood, written by Helen Slinger and Melanie Wood, and produced by Sue Ridout. It is narrated by Ann-Marie MacDonald. The director of photography is John Collins and the editor is Tim Wanlin. The original music score is by Graeme Coleman. For CBC, the executive producer of Doc Zone is Michael Claydon, and the senior producer is Linda Laughlin. Mark Starowicz is the executive director of documentary programming for CBC Television.

WEATHER GONE WILD

WEATHER GONE WILD is produced by Dreamfilm Productions in association with the Canadian Broadcasting Corporation, with the participation of the Canada Media Fund, the Rogers Documentary Fund, the Bell Broadcast and New Media Fund, the Province of British Columbia Film Incentive BC, and the Canadian Film or Video Production Tax Credit Program.



DREAMFILM PRODUCTIONS is a Gemini Award-winning television production company based in Vancouver. Founded by broadcast journalist Sue Ridout in 2001, it has 16 hour-long or feature-length documentaries to its credit. Dreamfilm's previous documentaries for CBC's Doc Zone include *TO THE RESCUE* and *GENERATION JOBLESS*. Dreamfilm's multiple honours include Gold and Silver World Medals at the New York Festivals for *THE DOWNSIDE OF HIGH* and *PROGRAMMED TO BE FAT?* (both produced for CBC's *The Nature of Things*), and a Gemini Award for Best Biography for *PEACE WARRIOR* (CTV), about the rehabilitation of soldier Trevor Greene. Its documentaries have been on the Top 10 most-viewed list at cbc.ca for the last 5 years. Dreamfilm has another new documentary airing later this season on CBC's *The Nature of Things* about the search for new antibiotics. For more information, please visit www.dreamfilm.ca.

For full media access to the *WEATHER GONE WILD* press kit, including high resolution images: https://www.dropbox.com/sh/xwdlzdev1elvwOz/AABFUlichuh-RlrmVEHFI_Poa?dl=0

For interview requests, preview screener link, etc.:

Jeremy Katz, Publicist (for Dreamfilm)

O: 416-656-6970 C: 416-997-6970

E: jeremyk@sympatico.ca