



ELPIO Production presents  
**Canada 150 Red Couch Tour**

A Canada 150 Fund Signature Initiative led by ELPIO Production, the Red Couch Tour team will travel from coast to coast to coast in 2017 and collect testimonies from Canadians on what Canada means to them. The tour has four components: a project initiation event in Ottawa; a “prominent Canadians on the red couch” blitz; a 12-day tour of the Canadian North; and a cross-country tour during which Canadians from all walks of life will be invited to sit on the couch and talk about their country.

Following the tour, ELPIO Production will produce an engaging video from the individual testimonies and use social media, the organization's network and a dedicated website to distribute it. A photographic exhibition showcasing a mosaic portrait of Canadians met on the road will also be created and will be housed on-line. Hundreds of Canadians will be interviewed on the red couch and thousands more will follow the tour through social media and online.

Contact: Ela Kinowska, Manager, email: [ela@redcouchtour.ca](mailto:ela@redcouchtour.ca), tel.: 613-7695445



Canada

[www.redcouchtour.ca](http://www.redcouchtour.ca)