

## True Calling launches in Toronto, hiring Director of Sales from TheScore

True Calling is a media company that creates short, inspiring documentaries about people who love what they do. Cinematic and inspiring, their feel-good videos are built for the web, with a reach of 44M+ worldwide. True Calling compels viewers with both branded & non-branded episodes on human ambition, with built-in distribution across a variety of digital platforms, including Amazon & Discovery Education.

Their newest episode profiling the Toronto Maple Leafs' Zamboni driver showcases the craftsmanship of making the best ice in the league, the result of four decades of skills passed down from father to son. The Toronto-centric series also includes a Toronto Raptors trainer episode to launch their new production studio and office on King St.

Launching the new Toronto office as Head of National Partnerships is True Calling's most recent hire, Tyler Cameron. Tyler has spent the last 10 years in sales with theScore, Rogers Communications and BrightRoll. He joins True Calling from theScore where he was the Director of Sales for the leading sports app in Canada.

True Calling's CEO & founder Martin Fisher started Pink Buffalo Films in 2007 after launching seven radio stations. He says the need to create change and leave an impact ignited his passion to start a new business with further reach. As True Calling experienced viewership growth (doubled last month) and market demand for premium short form content increased, Fisher shifted focus to scale this business and opened a new Toronto office.

"We wanted to tell uniquely Canadian stories, and moving into Toronto was a natural progression to be able to do that," says CEO Martin Fisher

With ad spending in digital media projected to increase from 49% in 2018 to 62% in 2022 (source: eMarketer), content creators and advertisers have a growing responsibility to create instantly inspiring, cinematic, and helpful native content that consumers and brands are proud and excited to share.

True Calling episodes run a narrative that unpacks a story potent enough to fill a 60-minute podcast, but consumable in a few minutes for a short commute or coffee break escape, catering to today's viewer. With categorized playlists, the viewer can easily binge into hours of bite-sized stories, or dive deeper into ancillary content such as articles and behind-the-scenes featurettes.

Along with the growth in staff, viewership and a new Toronto office, True Calling has also launched a grants program, handing out \$150k+ to filmmakers to submit their best stories on human ambition. The best story pitches will go on to become episodes judged by a group of panelists from Sundance, TIFF, Hot Docs and Amazon. The winners will go on to become True Calling episodes, distributed through their digital partners. "We wanted to encourage filmmakers across the country to pursue their own true calling and make amazing work" Fisher says.