

**Media Coverage Update
of the
Press Conference / Entertainment Community Briefing
in
Maple Bay, British Columbia, Canada ***

With reference to Grizzly Adams'® [News Release of 5 January 2010](#), the following presents the content of five articles published in the local media.

Representing the entertainment, business and investment communities, including local media (movie, newspaper and TV entities), some sixty individuals attended the event.

* (Note: Located on the beautiful Vancouver Island [roughly 30 miles or about 48 kilometers north of Victoria, as the crow would fly], Maple Bay is in Northern Cowichan and located on the eastern side of the island.)

[The Victoria Times Colonist Newspaper](#)

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**Grizzly back on Island
Gentle giant's family-friendly film company likes our balmy winter**

Michael D. Reid, January 12, 2010



A wolf comes to the rescue of man attacked by a grizzly bear in the film Friends for Life, a family-oriented feature film from Grizzly Adams Productions in association with Flynn-Daines Productions.

Photograph by: Handout, Grizzly Adams Productions

It has been 16 years since Grizzly Adams set foot on Vancouver Island.

Dan Haggerty, who originated the role of the mountain man, was here to shoot scenes for Abducted 2 at Thetis Lake.

Now Grizzly Adams is back -- not the actor, but the prolific entertainment franchise named after the hit NBC series The Life and Times of Grizzly Adams that has produced more than 1,200 family-friendly and faith-based TV shows, features and specials.

Colorado-based Grizzly Adams Productions Inc., is partnering with Bay Film Studios on production of four feature films this year on Vancouver Island with budgets from \$1.5 million to \$5 million, senior producer David W. Balsiger has confirmed.

"It's five below here," Balsiger said from his office near Denver. "We can shoot year-round there and since we do animal-type shows, the locations are perfect. One of the things we liked about Robin is that he does family-friendly shows."

He was referring to Robin Webb, the stuntman-turned-studio chief who heads the Maple Bay film studio where production

on several cooking shows including Cooking Beyond Borders with Indian chef Mridula Balkekar recently wrapped.

Webb and Winnipeg-based executive producer Peter Johnson, president of Indus Automation Inc., are also in pre-production on a film about First Nations war hero Tommy Prince that has attracted the interest of Adam Beach.

Balsiger described their collaboration with Bay Film Studios, which will provide crews, production equipment and studio facilities, as a match made in heaven.

"We can't find the negative," he said, noting he and Grizzly Adams founder Charles E. Sellier hope to get tax incentives and private investment. "It's the right combination. He's got the latest equipment, there's good talent in the area, we like the locations and we like to see the money go on screen rather than gobbled up by executives."

With the company's latest feature -- the animal adventure Friends for Life -- in the can, Balsiger said three of their four B.C.-made movies are "shovel-ready," including a revival of the franchise movie, Grizzly Adams: The Beginning.

"It'll be an animal picture, but different from what you'll see on Discovery," he said. "The animals play character roles and we'll use a younger Grizzly Adams. You need an actor who's not afraid of grizzly bears."

Their other films include Sky Children, which focuses on two orphaned kids who travel across North America in search of their uncle to avoid being placed in foster homes, and The Super Heroic Life of Edward Hinkleberry, about a mentally challenged teenager who saves his high school and unites his community.

"It's one of those upbeat shows what will appeal to kids and adults and seniors, too," Balsiger said. "We try to make our shows for millennials. They're warm and emotional and cuddly. They don't appeal too much to Gen X-ers."

Meanwhile, Webb is pumped about moving forward on his passion project about Prince, the soldier of Ojibwa descent who was born on the Brokenhead Band reserve near Winnipeg and served in the Second World War and the Korean War. A member of the 1st Special Services Force (the Devil's Brigade) and Princess Patricia's Canadian Light Infantry, the paratrooper suffered from arthritis and alcoholism, dying penniless in 1977 at age 62.

"It was serendipitous," said Johnson, who learned about Webb's labour-of-love from a mutual friend.

"Me, of course, being a Winnipegger, paid a lot of attention," said Johnson, whose brother sent a copy of the script outline to Donald Mackey, the Canadian Forces veteran who raised money to buy back the medals Prince and his family had sold.

"I was excited because my business is in the core area of Winnipeg and there are many First Nations and Metis children in this area who need a leg up," Johnson said. "I think the story of Tommy Prince would be very inspiring to these kids."

Webb said his motivation was sparked by disappointment in a 1999 film Fallen Hero: The Tommy Prince Story.

"The first 15 minutes were incredible but the rest was spent showing a drunken Indian dying on the streets of Winnipeg," he said. "It was very offensive to me, so I thought I could do a Movie of the Week about the man. You can't get away from the fact he hit the bottle, but so did 90 per cent of the soldiers coming back from those wars."

He said his film would acknowledge how Prince turned himself around and worked with the Salvation Army before his death.

The possibility of Beach entering the picture arose after Johnson met the actor's cousin Melvin Swan, a Canadian Forces veteran and spiritual leader who fights for the rights of soldiers who faced discrimination because of their aboriginal ancestry.

"I brought it to Adam," confirmed Swan, who now runs his own security services firm that employs Tommy Prince, Jr.

"The story has to be told to the world because it's not fair what they did to Tommy Prince."

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[The Citizen Newspaper](http://www.citizennews.com)
(Canada.com)

Bay Studios welcomes Grizzly Adams
Lexi Baines and Kevin Rothbauer, January 13, 2010

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The Maple Bay-based studio announced on Monday that an agreement has been reached with Grizzly Adams Media Group (GAMG) -- one of the largest independent film production companies in North America -- to collaborate on four major film productions in 2010.

In a separate announcement also made on Monday, Bay Studios also revealed that work will begin on a film about Tommy Prince, Canada's most-decorated First Nations soldier.

The efforts with Grizzly Adams Media Group will have budgets ranging from \$1.5 million to \$5 million each, with a good portion of that money being spent locally. Bay Studios president Robin Webb was thrilled to bring the well-known group to the Cowichan Valley.

"I did weeks of research on who they are and what they do before they got here," said Webb, who characterized GAMG's family-friendly, values-oriented work as similar to what his studio wants to do. The cooperation will result in "a major boost to both the Island's filming industry and the local economy," he said.

Bay Film Studios will co-produce these films and will provide the working crews, production equipment, necessary studio facilities, production staff, and assist in funding resources as well as the Canadian theatrical/TV distribution of the films. Both companies are committed to producing family-friendly feature films, TV shows and home DVD products, according to Webb.

GAMG came across the Cowichan Valley while location hunting. They film a lot of shows in eastern Canada, president Charles Sellier explained, and were looking for somewhere else in Canada a little warmer at this time of year. The presence of Bay Studios made the location even more appealing.

"We did some cross-checking and talking to Robin," he related. "It was a natural association."

The first three productions they have scheduled include the revival of the Grizzly Adams franchise movies with Grizzly Adams: The Beginning, The Super Heroic Life of Edward Hinkleberry and Sky Children.

"We're resuming Grizzly Adams with a new actor and a new format," said Sellier, who created the franchise in 1974. "This area would be natural for something like that. Another show takes place in Alaska. We don't want to go all the way up there, so this area would work well for that."

Work on the new productions is expected to commence this spring.

"As soon as the weather clears enough," said Sellier. "We're hard at work on script-creating right now. We'll be going like crazy starting in April. The way we work is perfect for up here."

A search for the new Grizzly Adams will begin shortly, he added. Although that actor will most likely be an American, there will be plenty of opportunities for actors and other film-related workers from the Valley, Vancouver Island and the Lower Mainland.

"We don't intend to be hands-on," Sellier explained. "We intend to have local crews, from the director on down."

The Tommy Prince story is one close to Webb's heart. Webb began working on a script about Prince more than a decade ago after seeing a documentary that failed to impress him.

"We feel privileged to be telling the story of this Canadian hero in a full cinematic feature in cooperation with the Department of Defence and other cooperating groups," Webb said.

Supporting the project is Peter Johnson, a Winnipeg businessman who hopes to create a social minded and inspirational film. The fastest-growing demographic in Canada, he said, is Aboriginal and Métis youth, and he sees a great deal of potential there.

"They are capable of being successful, but they need heroes," he said. "I think this film can have a significant impact on what is a major issue for Canada."

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[The Citizen Newspaper](http://www.citizen.com)
(Canada.com)

CITIZEN SALUTE

January 13, 2010

To Bay Film Studios located in Maple Bay. The association announced this week with Grizzly Adams Media Group will bring TV and movie production to the Cowichan Valley on a scale we have not seen before. This promises to bring revenue into the Valley, and further solidify our place as a production destination in British Columbia.

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BCLocalNews.com

Hollywood comes calling

Peter Rusland - Cowichan News Leader Pictorial, January 12, 2010



Film boss Charles Sellier says Cowichan is great for the film industry because of its chameleon-like qualities. - Peter W. Rusland

Cowichan's Bay Studios is poised to become one of B.C.'s largest independent movie facilities through a pending deal with U.S.-based family-film giant Grizzly Adams Productions Inc.

Grizzly president Charles Sellier and his staff explained their plans to community leaders during Monday's meeting at Bay hosted by owners Robin Webb and Paul Callon.

"We're the first team in," veteran movie-maker Sellier said of his aim to initially make five films at Bay in year one.

"We'll make our final decision in 60 days."

Though the official signing is still pending, Sellier said he's convinced the Maple Bay studio is a good fit for Grizzly.

"This will generate lots of money in this valley," said Webb. "They bring in their own producers and stars but use the island and Cowichan as much as they can to take advantage of both tax benefits and shooting at reasonable prices."

Sellier says his wholesome movies would see actors, building material and supplies, technical crews, hotels and catering bankrolled in Cowichan.

"We'll use local actors and other people except for three stars per film," he said.

Directing staff may also come from stateside for his range of TV and feature-length films.

"We're hoping for spring," he said of the first movie made at Bay.

Bay would be remodeled, he added, to fit Grizzly's needs for lighting, cameras and more.

Bay's own projects — including a pending film about Aboriginal Canadian war hero Tommy Prince — are outside those Grizzly would shoot valley-wide and inside Bay studios.

Sellier uses a successful market-research system to ensure every Grizzly film makes money before production starts.

That system measures polled data about planned films, generational research to see which age groups — from Boomers to Gen-Xers — a movie will appeal to, and more.

"We want a quantifiable audience reaction," Sellier said.

"All of our shows must make our costs back."

“We’re in the science of producing films the audience wants to see.”

Those details will help ensure a long affair with Bay while folks see upbeat films with morals that may help them through tough times.

“We make shows with happy endings and show how people can work out the problems before them.”

Sellier added he and his crew has fallen in love with chameleon-like Cowichan that can double for many places, except the tropics.

Grizzly’s VP of marketing, David Balsiger, cited 15 reasons why Bay meshes with Sellier’s needs.

Those reasons bridge values shared by Bay and Grizzly brass, proximity to Vancouver, animal training availability, valley crew skills, diverse geography, mild climate, government film incentives, and B.C.’s family-oriented film market.

“Family-friendly movies do 35 per cent better in Canada than in the U.S.,” stated Balsiger.

Councillor John Koury, head of North Cowichan’s economic development committee, was pumped about Grizzly’s arrival that may help gain Bay permanent zoning for movie making from its temporary zoning.

“Robin has identified the valley as a place for the film industry to thrive and we must do all we can to help that.”

Koury noted council and Cowichan’s Economic Development Commission already promote film production here through Film Cowichan.

Film Cowichan’s Louise McMurray said Grizzly’s base at Bay could fill gaps between transient Hollywood projects here.

“It gives us the continuity we’re looking for.”

Yes, it’s that Grizzly Adams

Grizzly Adams Productions Inc. makes feel-good, family-friendly flicks for all ages.

Grizzly Adams’ projects span documentaries and dramas to mysteries and special-interest subjects.

President Charles Sellier has logged 35 years in the commercial, TV and movie business, and has been involved in some 1,000 productions.

In 1973, he penned the book *The Life and Times of Grizzly Adams* based on real-life frontiersman James Capon Adams.

The bestseller spawned the 1974 hit film starring Dan Haggerty as Adams and a hit TV series.

Grizzly’s family movies also include *The Secret*, *Breaking The Da Vinci Code*, *George W. Bush: Faith in the White House*, *Ancient Secrets of the Bible*, *Portrait of Courage: The Untold Story of Flight 93*, and many others.

The firm owns the largest film library outside those owned by major corporations.

Grizzly Adams Productions has offices in California, Nevada, Oregon and Colorado.

Visit www.grizzlyadams.com.

[Cowichan Valley Citizen News](#)

(Part of the Canada.com Network)

Bay Studios welcomes Grizzly Adams (with photo)

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Charles Sellier, left, of Grizzly Adams Media Group, was in Maple Bay on Monday to announce a partnership with Robin Webb, right, and Bay Film Studios.

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