



TTFC Provides Financial Power To “Soca Power”

The Trinidad and Tobago Film Company (TTFC) has once again come out in full support of Jean Michel Gibert and his latest film project, *Soca Power*, which pays tribute to our nation’s greatest musical talent on an international scale. Of course, the TTFC considers all visual productions, which help to promote our culture, tell our stories and create unforgettable moments, rare blossoms and the Company wants to ensure these buds of ingenuity are nurtured at every stage.

The TTFC provides support to filmmakers and writers with their Production and Script Development Programme and after a film is produced, there is financial support to aid the promotion and distribution aspects of the film business, which many people forget is “real business”. Advertising, PR and international tours of film festivals cost money and in order to get our locally produced work out there, investment is absolutely critical. As Jean Michel, a resident of Trinidad put it, “In France, art and culture is vital and television stations *have* to give a portion of their profits to produce fresh music, film and artists. If they do not, they cannot get license to operate. Right now only the TTFC (Trinidad and Tobago Film Company) is aiding local production. *Soca Power* is the first movie approved for their rebate programme.”

The TTFC’s Expenditure Rebate Programme has awarded Jean Michel with additional financial support to bring *Soca Power* to the masses in a big way. We can look forward for the grand premiere of what promises to be yet another breakthrough film, of which the Trinidad and Tobago Film Company is honored to have been an integral part.