



# HI CONCEPT PUBLICITY

**FOR IMMEDIATE RELEASE**

## **Because Documentaries are Very HI CONCEPT**

***HI CONCEPT Publicity a Silver Sponsor  
at DOC Toronto's AGM Party during HotDocs 09***

***Toronto: May 1, 2009:***

Toronto-based Publicity and Media Relations firm **HI CONCEPT** Publicity is delighted to announce their support of DOC Toronto's AGM Party during Hot Docs 2009 on May 7, 2009.

"Without a doubt, HotDocs is Canada's, if not the world's largest documentary market and festival and we're super jazzed to be part of it at DOC Toronto's AGM", said Joey Gill, President and Owner of **HI CONCEPT** Publicity. **HI CONCEPT** Publicity is the newly born Publicity and Media Relations division under the umbrella of **HI CONCEPT** Productions.

Starting off in PR with Rogers Community Television in 1996, Joey Gill went on to work for CBC Communications for several years. Launching his own independent documentary film company, **HI CONCEPT** Productions was conceived in 2002. Joey Gill and his associates have publicized countless documentaries, episodic TV series and films, working with producers and independent production companies from across Canada and the United States.

"Having worked in Media and Arts publicity for the last decade as well as TV and documentary film for the last 12 years, **HI CONCEPT** Publicity is a perfect fit for independent filmmakers ", stated Joey Gill with confidence.

"It really comes down to storytelling and the best way to tell that story. With my Publicity division I share other people's stories; their films, their products and their personal stories with the media. With my production company, I tell stories I'm passionate about in multiple formats including documentary, feature film, and New Media", added Gill.

On the evening of May 7th at the DOC AGM Party, keep your eye out for the tall guy with a big, warm and welcoming smile on his face. He's waiting to hear your story.

For more information contact :

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