



Reelworld Expands its Leadership Team with New Managing Director Position

Toronto, ON – February 27, 2025

Reelworld Screen Institute and Reelworld Foundation are pleased to announce the appointment of **Sabrina Haloulakos** as **Managing Director**, a newly created position designed to strengthen the organizations' leadership capacity as they expand into their 25th year of advocating for racial equity in Canada's screen industries.

Founded in 2000 by award-winning actress and producer **Tonya Williams**, the Reelworld Screen Institute has been at the forefront of creating opportunities for Indigenous, Black, Asian, South Asian, and People of Colour in the Canadian screen industries.

Over the past 25 years, Reelworld has grown from the Reelworld Film Festival to include the annual Summit, initiatives such as the Emerging 20 Program, the Producer Program, the Directors Immersion Program, Face2Face, the Hollywood Connector, the Reelworld x NABET mentorship program, and Reelworld Reframe: Women in Leadership, which reshape the face of our industry. To further support emerging and mid-career professionals, Reelworld created [AccessReelworld.ca](https://www.accessreelworld.ca), a talent database and job search platform connecting underrepresented creators with industry opportunities. With Sabrina joining the leadership team, Reelworld is reinforcing its commitment to sustainable growth and increased impact in the industry.

Reelworld Founder and Executive Director, Tonya Williams, shared her enthusiasm for the new addition to the leadership team.

"As Reelworld continues to evolve, we are expanding our leadership team to ensure our advocacy, programming, and operational excellence keep pace with the needs of the industry. This role allows me to focus on building the Reelworld Foundation Endowment Fund while strengthening our infrastructure to support ongoing initiatives. Sabrina's expertise in HR, finance, and the media industry makes her the perfect fit to help us optimize operations and advance our mission."

In this new role, Sabrina will support Reelworld's leadership by overseeing day-to-day operations, ensuring that programs run efficiently and internal workflows are optimized. She will work closely with Executive Director Tonya Williams and existing partners to strengthen the organization's capacity as it expands its advocacy and programming efforts.

*"I'm thrilled to be joining Reelworld, an organization that champions diverse voices and impactful storytelling," said **Sabrina Haloulakos**. "My passion for the entertainment industry is rooted in the desire to create opportunities, foster innovation, and contribute to meaningful change. I look forward to working with this incredible team to amplify underrepresented narratives and push the industry forward."*



Having recently relocated to Toronto from Vancouver, Sabrina Haloulakos is a dynamic strategist with a background in investment banking, consulting, and media. Since 2011, she has built a strong foundation in finance, spending six years as a Vice President of Operations before transitioning to the creative industry. She leveraged her expertise in strategy, operations, and brand marketing to support purpose-driven organizations, honing her ability to transform complexity into opportunity. Her experience aligns with Reelworld's mission to uplift underrepresented creators by strengthening the organization's financial and operational foundations.

About Reelworld

Reelworld was founded in 2000 by award-winning actress and producer **Tonya Williams** to advance opportunities for Canadians who are Black, Indigenous, Asian, South Asian, and People of Colour in the screen industries by providing professional development and advocating for racial equity in Canadian content and production.

Reelworld Screen Institute, a non-profit, provides training programs and presents the acclaimed **Reelworld Film Festival+Summit**. Providing access to opportunities is core to **Reelworld**, and **Access Reelworld** is Canada's leading hiring platform for racialized crews and talent. **Reelworld Foundation**, a registered charity, is transforming the industry by creating mechanisms that hold systems accountable for greater equity.

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