

# Thunderbird Entertainment Group Inc

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## Thunderbird Entertainment named to Fast Company's list of World's Most Innovative Companies for 2020

Thunderbird Entertainment Group Inc (CVE:TBRD) (OTCMKTS:THBRF) has been named to Fast Company's prestigious annual list of the World's Most Innovative Companies for 2020, ranking #9 in the Film and Television category.

The list honors the businesses making the most profound impact on both industry and culture, showcasing a variety of ways to thrive in today's fast-changing world. This year's list features 434 businesses from 39 countries.

"We are thrilled and humbled to be recognized by Fast Company as one of the most innovative companies in the world," said CEO Jennifer Twiner McCarron in a statement Tuesday.

### READ: Thunderbird Entertainment's growing kids and family division boosts 2Q revenue

"Our mission is to produce premium, socially responsible content that makes the world a better place, and this achievement is a testament to the entire company's shared commitment to making this happen. We look forward to continuing our work and bringing to light new, compelling stories that not only break ground onscreen but also behind-the-scenes," McCarron added.

Fast Company's editors and writers sought out the most groundbreaking businesses on the planet across a myriad of industries. They also judged nominations received through their application process.

The World's Most Innovative Companies list is Fast Company's signature franchise and one of its most highly anticipated editorial efforts of the year. It provides both a snapshot and a road map for the future of innovation across the most dynamic sectors of the economy.

"At a time of increasing global volatility, this year's list showcases the resilience and optimism of businesses across the world. These companies are applying creativity to solve challenges within their industries and far beyond," said Fast Company senior editor Amy Farley, who oversaw the issue with deputy editor David Lidsky.

### Champions diversity and inclusion

Focused on diversity and inclusion, Thunderbird noted that it has championed several programs aimed at increasing representation in the television industry of underrepresented and minority groups, including women, blacks and indigenous people of color both onscreen and off.

A recent study showed that despite representing nearly 40% of the US population, people of color (POC) made up just 21.5% of broadcast scripted leads, 21.3% of cable scripted leads and 21.3% of digital scripted leads. Meanwhile, women, who make up just over half of the US population, appeared in 39.7% of broadcast scripted leads, 43.1% of cable scripted leads and 42.8% of digital scripted leads. Behind the scenes, 65% of POC writers reported having been

**Price:** 1.32

**Market Cap:** \$61.61 m

### 1 Year Share Price Graph



### Share Information

**Code:** TBRD

**Listing:** TSX-V

52 week	High	Low
	1.65	0.66

**Sector:** Media

**Website:** thunderbird.tv

### Company Synopsis:

Thunderbird Entertainment is a pure play content production studio creating award winning original programming in scripted, factual and animation. Based in Vancouver, with offices in Los Angeles, Toronto, Ottawa and London, Thunderbird works with leading over-the-top platforms as well as Canadian and International broadcasters to produce the freshest content with the most talented storytellers in the world.

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the only POC on staff and this number jumps to 68% for LGBTQ+ writers.

Thunderbird's contributions include supporting a Women in Animation's Art Director Master Class program, Atomic's Molly of Denali internships, Great Pacific Media's On the Rise program, which supports indigenous independent filmmaking, and Kim's Convenience participating in the Live it to Learn program for people of color with the Regent Park Film Festival.

Thunderbird, based in Vancouver, creates award-winning scripted, unscripted and animated programming for the world's leading digital platforms, as well as Canadian and international broadcasters.

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