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Campbellton to Become One of the Stars of a New Feature Comedy Film Feature-Length Mockumentary to Be Filmed During the 2026 Campbellton Awesome Festival

Campbellton, New Brunswick — This September, Campbellton will do more than host one of Atlantic Canada's fastest-growing comedy festivals—it will become one of the stars of a feature film.

Awesome Films Inc. has announced that principal photography will begin on ***Awesome: A Campbellton Festival Story***, a feature-length comedy that will be filmed entirely in Campbellton and mostly during the 2026 Campbellton Awesome Festival.

Produced in New Brunswick and showcasing local businesses, landmarks, volunteers and residents, the film is a mockumentary—a fictional comedy presented in the style of a documentary—that follows the festival's organizing committee and participating comedians as they attempt to pull off another unforgettable festival. Along the way, audiences will witness escalating misunderstandings, unexpected obstacles, outrageous personalities and the kind of hilarious situations that only seem possible during festival week.

Although the story is fictional, it is inspired by the passion, creativity and community spirit that have quickly made the Campbellton Awesome Festival one of Atlantic Canada's most exciting comedy events.

Unlike a traditional documentary, *Awesome: A Campbellton Festival Story* blends authentic festival footage with scripted comedic scenes, allowing audiences to experience the real energy of the festival while following an entirely original story. Festival-goers themselves will become part of the atmosphere of the production as filming takes place throughout festival week.

Campbellton's downtown, local businesses, iconic landmarks and the breathtaking Restigouche region will all play prominent roles, making the city itself one of the film's most memorable characters.

"This film is, above all else, a love letter to Campbellton," said **Marc Savoie**, Executive Producer and President of Awesome Films Inc. "We want audiences to discover not only how funny this story is, but also the incredible people, businesses and community spirit that make Campbellton such a special place. If people leave the theatre wanting to visit Campbellton, we'll know we've succeeded."

The film is being directed by acclaimed Canadian comedian and filmmaker **Mike Paterson**, who has performed across the country and has become closely connected with the Campbellton Awesome Festival.

"I've been lucky enough to perform comedy all over Canada, but there's something genuinely special happening in Campbellton," said Paterson. "The people care, the audiences are fantastic, and the organizers somehow manage to put on an amazing festival while constantly finding themselves in ridiculous situations. That made it the perfect setting for a mockumentary. This movie celebrates the heart of the festival while having a lot of fun exaggerating the chaos behind the scenes."

Producer, comedian and Comedian Liaison **Nathan Dimitroff** believes the project captures exactly what makes both the festival and Campbellton unique.

"Comedians spend their lives trying to convince audiences that ridiculous stories are true," said Dimitroff. "This movie flips that on its head. We're taking a real festival with real people and turning it into something hilariously absurd. It's a chance to showcase Campbellton, introduce audiences to some incredible comedians, and hopefully make people laugh from beginning to end."

Principal photography is scheduled to take place from **September 10 to September 21, 2026**, with much of the filming occurring during the Campbellton Awesome Festival from **September 15 to 19**.

The production will involve local businesses, volunteers, artists and most importantly its citizens, highlighting Campbellton's welcoming spirit while bringing additional economic activity to the region during filming.

Additional announcements regarding special guest appearances, casting and distribution plans will be made in the coming months.

About Awesome Films Inc.

Awesome Films Inc. is a Campbellton, New Brunswick-based independent production company dedicated to creating entertaining, community-focused films that celebrate Campbellton and New Brunswick specific stories through comedy. Its first feature film, *Awesome: A Campbellton Festival Story*, is being produced entirely in Campbellton, New Brunswick with the goal of bringing local stories to audiences across Canada and beyond.

About the Campbellton Awesome Festival

The Campbellton Awesome Festival is a bilingual, not-for-profit comedy festival dedicated to bringing world-class stand-up comedy to northern New Brunswick while showcasing the people, culture and hospitality of the Campbellton region. Now in its second year, the festival continues to grow as one of Atlantic Canada's premier comedy events.

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