



Congratulations to Raffaele Papalia, 2025 Pioneer of the Year

Mason Marketing Solutions extends heartfelt congratulations to longtime client and friend Raffaele Papalia, President of Les Cinémas Ciné Entreprise Inc., on being named the 2025 Pioneer of the Year by the Canadian Picture Pioneers.

With more than 40 years of leadership in the cinema industry, Raffaele continues to build on the legacy of his father, Adolfo Papalia, who founded Ciné Entreprise over 60 years ago. Today, the company operates 44 screens across Quebec, making it the fourth-largest cinema operator in Canada and a proud pillar of Quebec's film community.

Through his roles as President of Ciné Entreprise and Chair of the Movie Theatre Association of Canada, Raffaele has been a steadfast advocate for exhibitors nationwide – continuously innovating, elevating the moviegoing experience, and championing the people who make this industry thrive.

We were honoured to celebrate this well-deserved recognition alongside Raffaele and the Ciné Entreprise team at the CPP Awards Gala, and we thank the Canadian Picture Pioneers for their ongoing dedication to supporting Canada's entertainment industry professionals.

At MMS, we're privileged to work with visionary leaders like Raffaele who share our passion for creativity, community, and the enduring magic of the movies!

