



CINEMA FIRST INVITES EVERYONE TO FALL IN LOVE WITH THE BIG SCREEN ALL OVER AGAIN

London – August 20, 2020: Cinema First, the industry body charged with the promotion of UK cinemagoing, has today launched **#LoveCinema**, a nationwide campaign designed to capture the attention of audiences across the country and remind them of the unique experience that only the big screen can offer.

After months of being closed due to lockdown, cinemas are back, rolling out the red carpet for audiences to experience the sheer joy of escaping for a couple of hours, leaving their everyday lives behind and enjoying a film in all its technicolour glory, asserting that now more than ever, stories need to be seen on the big screen.

The **#LoveCinema** campaign celebrates the nation's love of cinema, a central part of our community and the most accessible and popular form of ticketed cultural entertainment in the UK.

At the heart of the campaign is a cinematic montage created by Empire Design which celebrates the wonder of cinema, stories that have captured our imaginations, shaped memories, moved us to tears, made us laugh, and opened our eyes to alternative worlds.

The montage featuring over 50 films pays tribute to some of the most memorable moments from cinema history including the ground-breaking cultural treasure *The Wizard of Oz*, winner of 11 Oscars *Ben Hur*, number one on the IMDb poll of greatest films ever made *The Shawshank Redemption*, the timeless musical classic *My Fair Lady* and the iconic underdog crowd-pleaser *Rocky*.

It also teases the most anticipated films hitting screens this year, including Christopher Nolan's espionage thriller *Tenet*, Daniel Craig in his final outing as James Bond in *No Time to Die*, Gal Gadot reprising her iconic superhero role in *Wonder Woman 1984*, Marvel's *Black Widow* starring Scarlett Johansson and Denis Villeneuve's hotly awaited adaptation of the evolutionary sci-fi epic *Dune* starring Timothée Chalamet.

The music to the montage, 'This Little Light of Mine', was chosen for its beauty and the metaphorical connection between light and the cinema projector. Originally penned by Harry Dixon Loes in the 1920's as a children's gospel song, there have been many famous versions created. The campaign features three versions; by the Rend Collective, Dionne Warwick and one created specifically for this film.

The trailer will play out on film distributors' and cinema operators' own websites and social channels, as well as being supported by a 'paid for' multimedia campaign.

The campaign follows on from the industry-wide safer cinema initiative, with cinemas following a comprehensive set of government guidelines, produced by the UK Cinema Association in consultation with a range of government agencies and industry partners, to ensure that cinemagoers feel as comfortable and safe as possible.



In a regular audience survey undertaken on behalf of the industry by MetrixLab, cinemagoing has been repeatedly highlighted as the third most missed out-of-home activity during the lockdown, with audiences favouring the unique big-screen spectacle and wonderfully immersive experience that only cinema can offer.

A wide slate of films is on offer for film fans of all ages, including new releases, all-time classics, franchise favourites, independent gems, animations and event cinema, plus a broad range of genres such as comedy, documentary, musical, horror, romance and sci-fi from the UK and beyond.

Iain Jacob, Cinema First Chair explained:

“The *#LoveCinema* campaign has been launched to encourage audiences to return to the cinema to fall in love all over again with the unparalleled experience that only the big screen can deliver. The global pandemic has had a colossal impact on the film industry, presenting cinemas across the UK with unprecedented challenges. As an industry that employs over 20,000 dedicated people, of which 40% of are under the age of 30, they need our support. Cinemas are ready to welcome audiences back, and we are calling on the great British film-loving public to escape back to the cinema and enjoy a safer big screen experience.”

Editors Notes:

For more information go to the Love Cinema Hub <https://www.lovecinema.com/>, which houses the *#Lovecinema* trailer and a search engine for cinemas/films as well as safety infomercials and links to Government-approved safeguarding measures for cinemas, *#Lovecinema*.

About Cinema First:

Cinema First is the cross-industry body charged with the promotion of cinemagoing in the UK. Its core constituents are the Film Distributors' Association - representing UK film distributors, and the UK Cinema Association - representing UK cinema operators.

About the UK Cinema Association:

The UK Cinema Association (UKCA) represents the interest of over 90 per cent of UK cinema operators by number and market share. Its membership ranges from single screen/owner-managed sites to the largest circuit and multiplex operators.

About the Film Distributors' Association:

Film Distributors' Association (FDA) is the trade body that represents UK film distributors. Its membership ranges from Hollywood studios to independent distributors and is responsible for 99 per cent of all films released theatrically in the UK.

Further information:

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