

**PRESS RELEASE – TUESDAY 8<sup>TH</sup> SEPTEMBER**

## **THE CINEMA MEDIUM PREPARES FOR THE RELEASE OF THE FIRST EVER GLOBAL CINEMA AD CAMPAIGN TO PROMOTE THE LAUNCH OF THE UNITED NATIONS GLOBAL GOALS**

The Global Goals campaign has just been announced with a bid to reach 7 billion people in 7 days with news of the Global Goals for Sustainable Development. This unprecedented effort will culminate on 25th September at the UN when 193 world leaders adopt the Global Goals, a series of 17 ambitious targets to end poverty, fight inequality & injustice and tackle climate change for everyone by 2030. If the goals are famous - if people care about what has been promised by the politicians, it greatly increases their chance of being implemented. So today the campaign is calling on everyone to help make the goals famous:

**SAWA Global Cinema Advertising Association** founding partners in the initiative, will support the Global Goals campaign through its network of Global Cinema Advertising companies and will launch the **'First Ever Global Cinema Ad'** utilising the power of Cinema to engage the global Cinema audience. The 60 second Global Cinema Ad titled **#WEHAVEAPLAN** is animated by Aardman, directed by Sir John Hegarty, narrated by Liam Neeson and Michelle Rodriguez, music by Peter Gabriel, mixed in DOLBY 5.1 & DOLBY ATMOS immersive sound technology and mastered and distributed globally by UNIQUE DIGITAL. The ad will appear on thousands of Cinemas around the world from the 25th of September. Audiences will be able to Interact with the Cinema ad and share the Goals using the Global Goals Interactive App which has been developed by CINIME International. The Global Cinema ad will premiere on the eve of the Global Goals launch, September 24<sup>th</sup> in New York City at the AMC Empire 25.

Like a run up to a movie, first comes the trailer. With the **#WEHAVEAPLAN** Cinema ad due to screen on September 25<sup>th</sup> in over 30 countries, SAWA Cinema Advertising Company members are now screening a 'teaser campaign', letting audiences know the **GLOBAL GOALS ARE COMING**. The 20 second teaser is screening in over 30 countries in 14 different languages and carry's a powerful voiceover from Nelson Mandela. The teaser also asks the Cinema audience to download the **Global Goals app** and promotes the local Cinema Advertising companies involvement in the initiative. Come September 25th, with the launch of the **#WEHAVEAPLAN** Cinema ad; the Global Goals app will connect the power of the big screen to the magic of the small screen for an interactive experience and allow audiences to share the Global Goals through their social media channels. The 'lite' version of the Global Goals app which is available to download now in the app stores, houses the 17 Global Goals and direct audiences to GlobalGoals.org website. The 'full' Global Goals app that interacts exclusively with audiences in the Cinema will launch simultaneously with the 'First Ever Global Cinema Ad' **#WEHAVEAPLAN** on September 25<sup>th</sup>.

### **Cheryl Wannell - General Manager of SAWA said:**

*"The Global Goals aim is to make these goals FAMOUS and what better place to do that than on the big screen. Cinema educates, inspires and influences people by changing hearts and minds. SAWA (Global Cinema Advertising Association), facilitating through our Cinema Advertising Global network are able to screen the First Ever Global Cinema Ad to promote the Global Goals in over 30 countries. The Cinema Medium is proud to be a founding partner of this important initiative for the planet. This is the biggest task SAWA has ever undertaken. The First Ever Global Cinema Ad demonstrates the power and relevance of the Cinema advertising medium creating a new blueprint for future global campaigns".*

### **ABOUT SAWA**

SAWA is the Global Trade Body to the Cinema Advertising industry. We continually build and develop international standards and best practice for the Cinema Medium; raising the profile of the Cinema Advertising through research, setting of standards and marketing initiatives. SAWA improve the communication between Cinema Advertising companies around the world; in turn facilitating the easier buying of the Cinema medium for Advertisers and Agencies. SAWA are worldwide Founding Partners to Project Everyone and The Global Goals. For information on SAWA Global Cinema Advertising Association please contact Cheryl Wannell Email: [cwannell@sawa.com](mailto:cwannell@sawa.com) Tel: +61 406215561 or visit [www.SAWA.com](http://www.SAWA.com)

### **ABOUT THE GLOBAL GOALS CAMPAIGN**

The Global Goals campaign, created by Project Everyone in partnership with the action/2015 movement and Global Citizen, is the biggest ever collaboration of NGOs, global brands, public figures, educators, sports clubs, faith leaders, TV and Radio broadcasters, Cinema Advertising companies, telecoms operators, digital and social media platforms, creative and media agencies, publishers, artists and grassroots organisations. Project Everyone is the brainchild of Richard Curtis with the ambition to tell everyone in the world about the Global Goals so they are best achieved.

Alongside the founding partners Aviva, Getty Images, Pearson, **SAWA Global Cinema Advertising Association**, Standard Chartered and Unilever, Project Everyone is supported by action/2015, Akshaya Patra, Bill & Melinda Gates Foundation, Global Citizen, Google, Huffington Post, ONE, Penguin Random House, Reliance Group, Save the Children, SAWA, UNDP, UN Foundation, UNICEF, Universal South Africa, Virgin, Vodafone Foundation, WeTransfer and Wikipedia. **For information about the Global Goals follow #globalgoals @theglobalgoals and visit [www.globalgoals.org](http://www.globalgoals.org)**

**[www.projecteveryone.org](http://www.projecteveryone.org)**

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