



PROJECT
EVERYONE



SAWA & PROJECT EVERYONE LAUNCH THIRD ANNUAL GLOBAL CINEMA AD TITLED 'END THE GAMES' AS PART OF THE GLOBAL GOALS 'HEALTHY NOT HUNGRY' CAMPAIGN IN PARTNERSHIP WITH UNICEF

Emotive 60 second advert focuses on the action needed to achieve Global Goal 2- Zero Hunger

Monday 19th June, Cannes: Today, the third Global Cinema advert titled 'End The Games' was launched at Cannes Lions International Festival of Creativity. The 60 second advert focuses on the theme of hunger, highlighting that approximately three million children under five die due to malnutrition every year.

Inspired by the dystopian science fiction novels and movie, "The Hunger Games", the emotive short film features a series of powerful scenes where young children appear to compete against one another for food and water supplies to survive. As the film progresses, the children join forces, to demonstrate the overarching message that humanity must unite and work together to defeat hunger and malnutrition. The narrative is a stark reminder that the world produces enough food to feed everyone, yet many still go hungry.

The advert, which was produced by London production studio, Don't Panic, was created with Project Everyone as part of the Global Goals campaign, which aims to raise awareness of the Sustainable Development Goals to ensure they stand the best chance of being achieved.

The 17 Sustainable Development Goals are a set of ambitious targets, adopted by world leaders in 2015, to achieve three things by 2030: ending extreme poverty; fighting inequality and injustice and fixing climate change.

The film has been created at a time when over a million children are at imminent risk of death from severe acute malnutrition (SAM) due to famine in South Sudan and the risk of famine in northeast Nigeria, Somalia and Yemen.

SAWA, the Global Cinema Advertising Association, was one of the founding partners of Project Everyone and through its network of Global Cinema Advertising Companies will release the advert in early August in over 30 countries. The ad mastered & distributed globally by UNIQUE DIGITAL will utilise the power of the Cinema to engage the global Cinema audience.

The advert was exclusively premiered at a SAWA seminar in Cannes hosted by Special Adviser and Global Chief of Advocacy at UNICEF, **Claudia Gonzalez Romo**. The seminar featured a panel of influential speakers who discussed the role of “Women and Cinema”, including; Pearl & Dean UK CEO, **Kathryn Jacob OBE**, Global Chairman and Global Chief Creative Officer at Saatchi & Saatchi London, **Kate Stanners** and Australian film Director, **Gillian Armstrong**.

The SAWA seminar was chosen as a launch pad for the advert, as a reminder that the medium of Cinema continues to make the biggest impact on consumers and can reach millennials, regarded as the most sought after audience.

The advert, which was developed with the generous support of Mastercard, follows the globally successful 2016 ‘#WhatIReallyReallyWant’ Global Goals campaign, devised by Project Everyone where a remake of the Spice Girls’ ‘Wannabe’ video featured female artists from around the world. The advert was released to mark the 20th anniversary of the release and encouraged the public to tell world leaders what Goals they ‘really really want’ to be achieved for women and girls.

The global Cinema campaign will hit the big screen in early August, leading up to the second anniversary of the adoption of the Sustainable Development Goals at the UN General Assembly in New York in September.

-Notes to editors-

ABOUT THE CAMPAIGN

The ‘End The Games’ advert is part of the Global Goals ‘Healthy, Not Hungry’ campaign, a partnership between Project Everyone and UNICEF, which focuses on the action needed to achieve Global Goal 2- Zero Hunger.

ABOUT SAWA

SAWA is the Global Trade Body to the Cinema Medium. SAWA continually builds and develop International standards and best practice for the Cinema Medium; raising the profile of the through research, setting of standards and marketing initiatives. SAWA’s ultimate aim is to improve the communication between Cinema Advertising companies around the world; in turn facilitating the easier buying of the Cinema Medium for Brands and Agencies. SAWA are worldwide Founding Partners to Project Everyone and The Global Goals.

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ABOUT PROJECT EVERYONE

On September 25th, 2015 at the United Nations Headquarters in New York, 193 world leaders committed to a series of ambitious targets to achieve three extraordinary things in the next 15 years: end extreme poverty; fight inequality and injustice; fix climate change.

Project Everyone was devised by writer, director and campaigner Richard Curtis and founded by Gail Gallie and Kate Garvey with the ambition to tell everyone in the world about these Global Goals so they stand the best chance of being achieved.

Project Everyone works with a huge range of partners across civil society, the UN system, business and the creative industries in order to drive awareness of the Goals. The project is currently supported by partners including Bill and Melinda Gates Foundation, Mastercard, Pearson, SAWA the Global Cinema Advertising Association, UNICEF and the World Food Programme.

For more information, please visit project-everyone.org.