



PRESS RELEASE 19TH June 2017

**SAWA PREMIERES 3RD GLOBAL CINEMA AD “END THE GAMES”
AT CANNES LIONS 2017**

CANNES FRANCE, Monday, 19th June 2017: SAWA, the Global Cinema Advertising Association, will be launching the 3rd Global Goals cinema advert “End the Games” within its “Women and Cinema” seminar held on Monday, 19th June at the Cannes Lions International Festival of Creativity 2017.

The advert has been created by Project Everyone, the organization committed to driving mass awareness of the UN’s global goals which were launched in September 2015. The Global Goals, which are a mighty plan to end poverty, fix climate change, and address inequalities over the next 15 years, will only succeed if the needs of the most marginalized are addressed first.

The 60-second advert, which focuses on “Hunger and Health” and is a spoof of the “Hunger Games” movie trailer, will call on people to use social media to ignite a campaign to encourage mass public support to end hunger. Moreover, SAWA and its members have committed to a global cinema campaign to run on movie screens beginning in early August 2017 and run for six weeks until United Nations week at the end of September, 2017.

The campaign follows two hugely successful campaigns “#WhatIReallyReallyWant” and the first-ever global advert “We Have a Plan” that ran on cinema screens with the launch of the UN’s Global Goals on 25th September 2015 and was created by the UN and Project Everyone to introduce the UN’s Goals to the world. Thanks to SAWA and its members, the film aired in cinemas across the world to great large-scale awareness and long-term recall success, as measured by Nielsen, the media measurement company.

The iconic “End The Games” advert will be exclusively previewed at SAWA’s seminar at Cannes Lions 2017 on Monday 19th June and will feature four world class speakers discussing the role of Women and Cinema — a topic currently under the spotlight. Speakers are: Claudia Gonzalez Romo (Special Adviser and Chief, Global Advocacy, UNICEF), Gillian Armstrong (internationally renowned Australian Film Director), Kathryn Jacob OBE (CEO, Pearl & Dean, United Kingdom), and Kate Stanners (Global Chairman and Global Chief Creative Officer, Saatchi & Saatchi London).

Chief Executive Officer of SAWA, Cheryl Wannell, has stated “We are delighted to continue working with Project Everyone and the United Nations to premier this powerful advert at our seminar. The power of Cinema to reach an influential audience that is captive, educated, and socially aware are unrivaled by any other medium. Cinema’s storytelling capability and capacity to drive change is what fuels the importance of our shared partnership with Project Everyone and the UN to achieve the UN’s Sustainable Development Goals.”

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For further information:

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ABOUT PROJECT EVERYONE

Project Everyone was founded by Richard Curtis, filmmaker and founder of Comic Relief. In September 2015, the United Nations launched global goals, a series of ambitious targets to end extreme poverty and tackle climate change for everyone by 2030. The mighty ambition of Project Everyone is to share the global goals with *everyone*.

ABOUT SAWA

SAWA is the global trade body to the Cinema Advertising industry. It continually builds and develops international standards and best practices for the Cinema medium; raising the profile of Cinema advertising through research, setting of standards and marketing initiatives. SAWA improves 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.

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THE GLOBAL GOALS
For Sustainable Development

PROJECT
EVERYONE