

**PRESS INFORMATION**

## **Richard Curtis & Sir John Hegarty to Unveil ‘First Ever Global Cinema Ad Campaign’ at Cannes Lions**

*19 June 2015* – The Cannes Lions International Festival of Creativity, which starts on Sunday, will this year welcome advertising legend and BBH founder **Sir John Hegarty**, and celebrated filmmaker and humanitarian **Richard Curtis**, as they unveil details of the creation and distribution of the **First Ever Global Cinema Ad Campaign**.

In September 2015 193 world leaders will adopt The Global Goals for Sustainable Development at the United Nations in New York. The goals are a series of ambitious targets to end extreme poverty and tackle climate change for everyone by 2030. **Project Everyone**, founded by Richard Curtis, aims to share these global goals with 7 billion people in 7 days.

At a seminar hosted by SAWA - the Global Cinema Advertising Association, founding partners of Project Everyone , Richard Curtis and Sir John Hegarty will discuss the ‘First Ever Global Cinema Ad Campaign #WEHAVEAPLAN and the power of cinema in delivering social good. They will be joined by internationally renowned actors **Freida Pinto** and **Chiwetel Ejiofor** who will share their experiences of how cinema can create waves for social change. The conversation will be chaired by British journalist and TV presenter Mariella Frostrup,

Richard Curtis said, “2015 is an incredibly important year for everyone. All 193 world leaders are coming together to set out the new Global Goals - a “to do list” for the people and the planet, to end extreme poverty, to fight injustice and inequality and to defeat the threats of climate change. Project Everyone has a big vision for getting the plan to everyone in the world - and that big vision needs a big screen.”

Sir John Hegarty added, “Getting such an important message out around the world is a difficult brief and so global cinema is the perfect medium. I have had a life-long love of cinema and I have always believed that a big idea needs a big screen.”

The seminar will take place during Cannes Lions on Wednesday 24 June, from 10:00-10:45, in the Grand Audi of the Palais des Festivals. SAWA’s General Manager, Cheryl Wannell said, “We are excited by the hype that these icons

will bring to the Seminar which will see them announce the first ever “Global Cinema Ad Campaign” that from September 2015 SAWA will be facilitating through its Cinema advertising company members’ countries.”

Cannes Lions takes place from 21-27 June in Cannes, France. Further information on the full content programme, networking events and how to join 13,000 global industry members can all be found at [www.canneslions.com](http://www.canneslions.com).

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### **62<sup>nd</sup> Cannes Lions International Festival of Creativity, 21-27 June 2015, Cannes, France**

The International Festival of Creativity, also known as Cannes Lions, is the world's leading celebration of creativity in communications. Founded in 1954, the Festival takes place every June in Cannes, France.

As the most prestigious international annual advertising and communications awards, over 37,400 entries from all over the world are showcased and judged at the Festival. Winning companies receive the highly coveted Lion trophy, a global benchmark of creative excellence, for Film, Print, Outdoor, Interactive, Radio, Design, Product Design, Promo & Activation, Film Craft, Mobile, Branded Entertainment and Integrated advertising, as well as the best Media, Direct, PR, Titanium, Creative Effectiveness, Creative Data and Innovation ideas. The Festival is also the only truly global meeting place for advertisers, advertising and communication professionals. More than 12,000 delegates from 95 countries attend a week-long programme of exhibitions, screenings and talks by worldwide thought leaders. As the networking and learning opportunity of the year, Cannes Lions is the must-attend event for anyone involved in brand communications.

### **Lions Festivals**

Lions Festivals is the organiser of Cannes Lions International Festival of Creativity, Lions Health, Lions Innovation and Eurobest, as well as co-organisers, with its joint venture partners, of Dubai Lynx International Festival of Creativity, Spikes Asia Festival of Creativity, and the Asian Marketing Effectiveness & Strategy Awards. [www.lionsfestivals.com](http://www.lionsfestivals.com)

### **Key Dates**

Delegate registration: open

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### **ABOUT SAWA**

SAWA is the Global Trade Body to the Cinema advertising industry. They 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. [www.sawa.com](http://www.sawa.com)

**SAWA are worldwide Founding Partners to Project Everyone.**

**SAWA supporters Include, Dolby, Barco, Finch & Cinime.**

### **ABOUT PROJECT EVERYONE**

Project Everyone was founded by Richard Curtis, filmmaker and founder of Comic Relief. This is why... In September 2015, the United Nations are launching global goals, a series of ambitious targets to end extreme poverty and tackle climate change for everyone by 2030.

If the goals are met, they ensure the health, safety and future of the planet for everyone on it. And their best chance of being met is if everyone on the planet is aware of them. So the simple but mighty ambition of Project Everyone - is to share the global goals with 7 billion people in 7 days.

### **ABOUT THE SPEAKERS**

Chiwetel Ejiofor CBE – actor, writer, director

Freida Pinto - actor, Girl Rising India Global Ambassador & Producer, Global Ambassador Plan International

Sir John Hegarty - Founder, Creative BBH

Mariella Frostrup - Journalist, Presenter

Richard Curtis - Writer, Director & Comic Relief Co-Founder

### **Contact**

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