

## For immediate release

### **SAWA – The Global Cinema Advertising Association, announce the ‘First Global Cinema Ad Campaign’ for Richard Curtis’ Global Goals campaign**

**June 03, 2015-** The new ‘global goals’ for sustainable development will be unveiled by the United Nations on September 25<sup>th</sup>, 2015 in the presence of 193 leaders.

**Project Everyone**, the brainchild of Richard Curtis, British filmmaker, humanitarian and campaigner, is the campaign to make the new goals **FAMOUS**. It has entered into a founding partnership with SAWA to launch the ‘**First Ever Global Cinema Ad Campaign**’. The partnership aims to utilise the power of Cinema in order to engage the global cinema audience in the announcement of global goals to end poverty, injustice and climate change.

The mission of the Global Goals campaign is to communicate the goals to ‘7 billion people in 7 days’ following their launch at the UN.

Sir John Hegarty has conceived and developed the idea for the Cinema ad which will screen across SAWA member territories around the world from the release of the goals on September 25th. The ad titled #WEHAVEAPLAN will influence viewers to help share the goals. Through SAWA Global Cinema Advertising Association members - #WEHAVEAPLAN will become the first ever cinema ad campaign to screen in 30 countries. The cinema ad will be mixed in Dolby Atmos, Dolby’s award-winning sound technology. Dolby Atmos places and moves sounds anywhere in the theatre, including overhead, to make audiences feel as if they are inside the movie or advert that they are watching. Together with CINIME, the company connecting the power of the big screen to the magic of the small screen, it will be a truly cinematic experience.

The SAWA partnership provides the Global Goals campaign with a unique opportunity to target a highly active and engaged audience all over the world. The partnership comes at an exciting time for the cinema industry, 2015 is expected to be one of the biggest years in cinema with International Block-Busters lined up to attract millions of cinema goers to the Box-Office and set to deliver record.

#### ***Speaking on the partnership Richard Curtis said,***

*“ The Global Goals could be an amazingly important, effective and practical to-do list for the planet. In working together to achieve them we can be the first generation to end poverty, the most determined to fight injustice and inequality and the last to live with the threat of climate change. But their predecessor, the Millennium Development Goals snuck into the world in 2000 and weren’t really famous until 2005.*

*What we hope to achieve with the Global Goals campaign is, in movie language, a huge opening weekend - we want to have a Star Wars / Titanic / Avengers type of opening for the Goals. If we achieve that, we'll be a big step closer to the Goals themselves being effective. Our partnership with SAWA in the "First Ever Global Cinema Ad" is a fantastic opportunity to help us do this."*

**General Manager of SAWA Cheryl Wannell considers the partnership as pivotal in proving the power of the medium,**

*"We are tremendously excited to announce this fantastic partnership In what will go down in history as not only an amazing campaign but also a game changer for the Cinema advertising medium and the biggest undertaking SAWA has ever done - Through SAWA we are able to coordinate Project Everyone as the first ever global cinema campaign demonstrating the power and relevance of the Cinema advertising medium".*

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#### **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.

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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.

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

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

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