

## **MOMENTS WORTH PAYING FOR WITH “IRON MAN 3”**

**On Friday 29<sup>th</sup> March** the Industry Trust for IP Awareness and Walt Disney Studios UK launched a unique **IRON MAN 3** trailer, featuring ROBERT DOWNEY JR. and GWYNETH PALTROW that celebrates the value of original film, TV and video content.

In the next instalment of the *Iron Man* series, Robert Downey Jr. reprises his role as billionaire playboy Tony Stark who is pitted against an enemy whose reach knows no bounds. **IRON MAN 3**, releasing in cinemas on 25<sup>th</sup> April, is set to be even more thrilling than ever!

Film search engine **FindAnyFilm.com**, which lists film availability in all formats, has recruited **IRON MAN 3** to support in their ongoing ‘Moments Worth Paying For’ campaign. The campaign aims to inspire support for the UK film, TV and video industries by celebrating unmissable movie moments and the positive emotional effect these have on the viewer.

With **IRON MAN 3** boasting over 2,000 spectacular visual effects and jaw-dropping stunt sequences, the new trailer brings to life the technical brilliance that goes into creating a movie experience worth paying for. Dramatic clips of the original ‘*Moments Worth Paying For*’ trailer are fused with high-octane excerpts from **IRON MAN 3**, to further remind audiences of the value of the film experience.

The 35-second trailer will be shown in cinemas nationwide over a 4 week period from 29<sup>th</sup> March. The campaign will also highlight the wealth of legitimate ways to watch film and TV by directing viewers to FindAnyFilm.com **where film fans can find all films, all in one place, all above board.**

**Lee Jury, Vice President, Head of Studios Marketing EMEA and UK, The Walt Disney Company said:** *“Marvel film and comic fans completely understand the time and effort that goes into turning the stories they love into full length feature films as is the case with Iron Man 3. At Disney, we’re committed to supporting consumer awareness campaigns to tackle copyright infringement, so we’re delighted to be working with the Industry Trust to inspire audiences about the value of film and showcase the technical wizardry involved in making the movie moments film fans love.”*

**Liz Bales from FindAnyFilm.com said:** *“We’re delighted to be working with Disney on the latest film in the Marvel franchise. The enormous fan following for Iron Man 3 will help ensure that our work to inspire and inform film fans about the value of movie moments and the wealth of official film, TV and video services available reaches audiences right across the country.”*

**-ENDS-**

### **About FindAnyFilm.com**

FindAnyFilm.com is one of the UK's leading websites for film fans looking to watch, buy, download or rent great films. The site is supported by advertising revenue making this unique service free of charge for users, so they can find any film across six different formats including cinema, TV, DVD, downloads and Blu-ray. FindAnyFilm.com aims to give the best possible movie experience, promoting every type of film that's available for viewing in the UK. The site, which is stewarded by the Industry Trust for IP Awareness, works with exhibitors, distributors and retailers to promote legally available films - making high-quality, legal viewing a top priority. The site is also committed to becoming the UK's most comprehensive film-watching search engine, with an ever-increasing number of titles and a wide choice of reputable retailers. FindAnyFilm.com, all films, all in one place, all above board.

### **About Iron Man 3**

Marvel's “Iron Man 3” pits brash-but-brilliant industrialist Tony Stark/Iron Man against an enemy whose reach

knows no bounds. When Stark finds his personal world destroyed at his enemy's hands, he embarks on a harrowing quest to find those responsible. This journey, at every turn, will test his mettle. With his back against the wall, Stark is left to survive by his own devices, relying on his ingenuity and instincts to protect those closest to him. As he fights his way back, Stark discovers the answer to the question that has secretly haunted him: does the man make the suit or does the suit make the man? Starring Robert Downey Jr., Gwyneth Paltrow, Don Cheadle, Guy Pearce, Rebecca Hall, Stephanie Szostak, James Badge Dale with Jon Favreau and Ben Kingsley, Marvel's "Iron Man 3" is directed by Shane Black from a screenplay by Drew Pearce & Shane Black.

"Iron Man 3" is presented by Marvel Studios in association with Paramount Pictures and DMG Entertainment. Marvel Studios' President Kevin Feige is producing and Jon Favreau, Louis D'Esposito, Charles Newirth, Victoria Alonso, Stephen Broussard, Alan Fine, Stan Lee and Dan Mintz are executive producers. The film releases 25th April, 2013, and is distributed by Walt Disney Studios Motion Pictures."