

KEITH LEMON stars in the next *'Moments Worth Paying For'*

From Friday 8th June, film fans up and down the country will find themselves rolling in the aisles as KEITH LEMON brings his unique brand of celebrity frolics to a hilarious new trailer intended to inspire respect for copyright and promote the value of original film, tv and video content.

The laugh-out-loud trailer uses hysterical scenes of the colourful Yorkshire-man wreaking havoc across London from the highly anticipated, upcoming Lionsgate UK comedy KEITH LEMON THE FILM – in cinemas 24th August - to demonstrate the quintessentially Lemon-esque hijinks audiences can pay to enjoy in cinema quality this summer.

The outrageous character adds a zesty twist to the Industry Trust for IP Awareness campaign, where a series of title-specific messages are being launched to build on the significant success of last year's successful *'Moments Worth Paying For'* project. The campaign aims to encourage support in the continued challenges posed by copyright infringement; it intends to spread the word about the positive role copyright plays in helping to protect creative ideas by celebrating movie moments that are worth paying for.

By using dramatic clips of the original *'Moments Worth Paying For'* trailer, amusingly contrasted with star-studded excerpts from KEITH LEMON THE FILM (including cameos from Kelly Brook, Verne Troyer, Holly Willoughby and Fearne Cotton), the trailer creates a light-hearted message about the value of quality film content and ends with Keith Lemon himself exclaiming: "I'll buy a ticket for that, I will!"

The collaboration will consist of a 30-second spot to be shown in all cinemas for an 8 week period, as well as supportive posters in outdoor locations. The campaign will also highlight the wealth of legitimate ways to watch film and TV by directing viewers to Findanyfilm.com - a gateway to official film and TV services across a range of formats, both on and offline.

Nicola Pearcey, Managing Director Home Entertainment and New Media at Lionsgate UK said: "We are delighted to support *'Moments Worth Paying For'* campaign. **KEITH LEMON THE FILM** has outrageously hilarious antics which we're sure audiences will agree are worth paying for. And it's through their support that we're able to continue making the great films and TV shows they love.

WATCH THE TRAILER HERE:

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