**Snoopy and Charlie Brown head to the movies for**

**Moments Worth Paying For**

**LONDON, 4th December 2015:** Snoopy and Charlie Brown are championing the value of the big screen experience and enjoying all those great moments worth paying for with their friends, all in support of the Industry Trust’s successful *Moments Worth Paying For* campaign.

Charles M. Schulz introduced the characters of Charlie Brown and Snoopy in newspapers over 75 years ago in a comic strip that was hailed as one of the greatest of the twentieth century. His characters launched a bona-fide industry, while providing a much-needed voice for the underdog via Charlie Brown. Charlie Brown holds a unique position in pop culture. He has the distinction of being the only Peanuts character to appear in both the first comic strip in 1950, and the last in 2000.

The exclusive *Snoopy and Charlie Brown: The Peanuts Movie* trailer features the beloved Peanuts gang making their big-screen debut like they’ve never been seen before in state of the art 3D animation. The latest animated piece in the *Moments Worth Paying For* campaign aims to encourage audiences to choose cinema for an all-round experience, from watching on the big screen to laughing out loud with friends. The trailer directs consumers to FindAnyFilm.com, The Industry Trusts legal search engine for consumers to easily find legal film and TV, with a clear call to action to “Book, Buy & Watch” content.

To amplify the reach and influence of the trailer, The Industry Trust will implement a multi-media approach across cinema, online and outdoor advertising, targeting a family audience to complement the ***Snoopy and Charlie Brown: The Peanuts Movie*** marketing strategy.

**Cameron Saunders, Managing Director, Twentieth Century Fox said:** “We’re hugely supportive of The Industry Trust, and FindAnyFilm.com is a great way to help audiences find quality content from genuine sites. In 2015 we distributed both Spooks: The Greater Good and Suffragette backed with the outstanding Industry Trust campaigns, and we’re absolutely delighted with the upcoming Moments Worth Paying For campaign for Snoopy and Charlie Brown: The Peanuts Movie. Bringing the magic and affection of Snoopy and Charlie Brown to the big screen, it’s a heart-warming, all-audience delight of a movie, and no better fit for the Industry Trust campaign at Christmas. Snoopy, Charlie Brown and Twentieth Century Fox wish cinema audiences everywhere a very Happy Xmas!”

**Sylvia Wan, Digital Communications Manager for The Industry Trust for IP Awareness** said: “Educating audiences on the value of the cinema experience is something we aim to achieve through *Moments Worth Paying For* and this trailer really advocates that. Alongside the UK exclusive footage the core messaging encourages audiences to make the right choice when consuming content, inspiring them to choose the big screen experience with friends for enjoying film moments that really are worth paying for.”

*Snoopy and Charlie Brown: The Peanuts Movie* opens nationwide in cinemas on December 21st. Associated *Moments Worth Paying For* activity will run in cinema, outdoor and online.

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For more information on *Moments Worth Paying For* please contact:

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**Notes to Editors**

**About The Industry Trust for IP Awareness**

The Industry Trust is the UK film, TV and video industry’s consumer education body, promoting the value of copyright and creativity. Its consumer awareness programmes address the on-going challenge of film and TV copyright infringement by inspiring audiences to value great movie moments and choose to watch film, TV and video via legitimate sources. Industry funded, their work aims to engage three distinct audience groups: young people, 16-34-year-old men; and parents, providing extensive insight around audience attitudes and understanding of intellectual property. For more information on the Industry Trust’s work, visit [www.industrytrust.co.uk](http://www.industrytrust.co.uk)

**About FindAnyFilm.com**

FindAnyFilm.com is one of the UK's leading websites for film fans looking to watch, buy, download, stream or rent legitimate film. Operated by the Industry Trust for IP Awareness, the website offers 40,000 films across all formats, from cinema to DVD and Blu-ray, as well as download and streaming services. Visitors can search by title and talent, and can sort their results by format and price.

**About Moments Worth Paying For**

The Moments Worth Paying For campaign launched in February 2011 and has since gone from strength to strength. Independent tracking research by ICM revealed that those audiences exposed to the campaign were significantly more likely to pay for official film and TV than those not exposed to it.

**About Snoopy and Charlie Brown: The Peanuts Movie**

Charlie Brown, Snoopy, Lucy, Linus and the rest of the beloved “Peanuts” gang make their big-screen debut, like they’ve never been seen before, in state of the art 3D animation. Snoopy, the world’s most lovable beagle – and flying ace – embarks upon his greatest mission as he takes to the skies to pursue his arch-nemesis The Red Baron, while his best pal, Charlie Brown, begins his own epic quest. From the imagination of Charles M. Schulz and the creators of the ICE AGE films, SNOOPY AND CHARLIE BROWN: THE PEANUTS MOVIE will prove that every underdog has his day.