**EDDIE THE EAGLE PROVIDES TRIUMPHANT *MOMENTS WORTH PAYING FOR* IN LATEST *INDUSTRY TRUST* TRAILER.**

**Monday 7th March 2016,** *Eddie the Eagle* ski-jumps his way onto screens in the latest *Moments Worth Paying For* trailer from The Industry Trust for IP Awareness and Lionsgate UK. Film history is brimming with inspirational underdogs, and this exclusive trailer encourages viewers to celebrate *Eddie The Eagle* joining their ranks in the best way possible – at the cinema.

The *Moments Worth Paying For* campaign has gone from strength to strength since its launch in February 2011. Independent tracking research by ICM[[1]](#endnote-1) 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. The *Eddie The Eagle Moments Worth Paying For* trailer continues this good work and is further supported by activity across outdoor and online, highlighting The Industry Trust’s ambition to influence core infringers at the cinema and beyond.

Headlined by crowd-pleasers Hugh Jackman and Taron Egerton, the trailer encourages viewers to enjoy the content they love through legal channels on *FindAnyFilm.com*, where users can not only book tickets to see the latest releases but also buy and rent a multitude of heartfelt favourites.

Ross Cunningham, Head of Marketing at Lionsgate UK said: *“It’s really exciting to be working with The Industry Trust again on their hugely successful Moments Worth Paying for Campaign. The work of the Trust is invaluable for our industry, with their consistent efforts to inspire audiences to choose official content and the great talent attached to the title, Eddie the Eagle really reinforces why the cinema experience is so important.”*

Sylvia Wan, Digital Communications Manager at Industry Trust for IP Awareness said: “*Eddie the Eagle’s story is one that audiences of all ages can connect with and is the perfect fit for our Moments Worth Paying For campaign. It’s a film the whole family can enjoy, moving and inspiring audiences whilst underlining the importance of a cinema experience worth paying for.”*

Catch *Eddie The Eagle* when he soars into cinemas from April 1st, with previews from March 28th.

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**Press Contacts:** Lauren Rooney, Marketing Assistant Industry Trust

**Tel:** 0207 440 0374 or **email:** lauren.rooney@industrytrust.co.uk

**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 Eddie The Eagle**

Eddie the Eagle charts the story of Eddie Edwards (Taron Egerton, *Kingsman: The Secret Service*), the tenacious British ski-jumper who charmed the world at the 1988 Olympics. Despite detractors emerging around him, Eddie teams-up with former jumper Bronson (Hugh Jackman, *X-Men*) to conquer the doubters, test his resolve and bring his dreams of sporting accomplishment to fruition.

1. Industry Trust for IP Awareness Annual Review Summary – December 2013 [↑](#endnote-ref-1)