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**MOMENTS WORTH PAYING FOR PRESENTS   
A SPECIAL MESSAGE FROM THE CAST OF**

**BARBIE**A group of people standing in a field

Description automatically generated with medium confidence

Watch the video [HERE](https://youtu.be/E396F4A1HmE)

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*Fri 2nd June –* Come on, Barbie, let’s go to the cinema! Today, Moments Worth Paying For presents an exclusive message for UK and Irish audiences from Barbie and Ken ahead of Warner Bros. Pictures’ *Barbie*, releasing only in cinemas on **21 July 2023.**

In the exclusive and brand-new content, Margot Robbie and Simu Liu thank audiences for supporting cinemas the same way Barbies support all the Barbies—and Kens do, too!

**Syliva Dick, Head of Audience Engagement, British Association *for* Screen Entertainment, said,***"Having Hollywood A-listers Margot Robbie and Simu Liu come together and deliver our bespoke Moments Worth Paying For message is a powerful endorsement of the continued work across BASE's consumer education work. Cinema remains the best viewing experience for new releases, with this trailer driving engagement for local screens across the UK and Ireland. My thanks go to Warner Bros. Discovery and the continued support of DCM, Pearl & Dean, Clear Channel & members of the UK Cinema Association."*

**Alexandra Lewis, Senior Vice President Marketing, Warner Bros. Discovery U.K. & Ireland,**said, “*We have always been impressed by the work that BASE does to unite cinema and education through their Moments Worth Paying For program. We are pleased to partner with them again for Barbie, the most anticipated movie of the Summer, which is a celebration of great storytelling and a global icon; that so many of us grew up with, and helps kids around the world learn that they can be anything they want to be and that every day with Barbie is the best day ever!”*

***Barbie* is released exclusively in UK & Irish cinemas on July 21, 2023.**

Find your nearest screening [here](https://www.warnerbros.co.uk/movies/barbie).

**ABOUT *Barbie***

To live in Barbie Land is to be a perfect being in a perfect place. Unless you have a full-on existential crisis. Or you’re a Ken. Warner Bros. Pictures Presents a Heyday Films Production, a LuckyChap Entertainment Production, an NB/GG Pictures Production, a Mattel Production, *Barbie*. The film will be distributed worldwide by Warner Bros. Pictures. Directed by Greta Gerwig, *Barbie* stars Margot Robbie, Ryan Gosling, America Ferrera, Kate McKinnon, Issa Rae, Rhea Perlman, and Will Ferrell. The film is written by Greta Gerwig & Noah Baumbach, based on “Barbie” by Mattel, and produced by David Heyman, Margot Robbie, Tom Ackerley and Robbie Brenner. The executive producers are Michael Sharp, Josey McNamara, Ynon Kreiz, Courtenay Valenti, Toby Emmerich and Cate Adams.

For further press information about Moments Worth Paying For, please contact  
  
Chris Hagen, Chloe Middlebrook  
[firstname.surname@premiercomms.com](mailto:firstname.surname@premiercomms.com)