



## ICE AGE 4: CONTINENTAL DRIFT 'Moments Worth Paying For' Trailer Floats into Cinemas This Weekend

From Friday 13<sup>th</sup> April, cinema goers across the UK will be in for a mammoth treat as they become the first to see an engaging film trailer designed to inspire a greater respect for copyright and the value of film and TV content.

This charismatic trailer, produced by **Twentieth Century Fox**, uses content from the hugely awaited family friendly release, **ICE AGE 4: CONTINENTAL DRIFT – in cinemas July 13<sup>th</sup>**. The trailer encourages audiences of all ages, to avoid the pirates (following in the paw prints of Manny, Diego and Sid in the film) and see the film in cinemas this summer.

This trailer is part of a series of title specific adverts which are being put together as part of the campaign to build on the success of last years '**Moments Worth Paying For**' campaign, which aimed to win hearts and minds in the continued challenge posed by copyright infringement, celebrating movie moments that are worth paying for.

Using specifically created animation and the well-known loveable characters, the trailer appeals to the viewer's emotions and thanks them for making the fourth film in the franchise possible whilst capturing the emotions that watching film and TV can evoke – and positions these as "*Moments Worth Paying for*".

The collaboration will consist of a 30 second spot to be shown in all cinemas across the UK. The campaign will also highlight the wealth of official 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.

Liz Bales, Director General of the Industry Trust for IP Awareness said: *Our '**Moments Worth Paying For**' campaign has had fantastic success to date – not only in the change in attitudes of people watching but also in the awareness it's provided for the distributors we're working with. We're really excited to continue to spread the message with ICE AGE 4: CONTINENTAL DRIFT to bring greater respect for copyright to a family audience.*

Chris Green, UK Theatrical Marketing Director, Twentieth Century Fox said: *Supporting the '**Moments Worth Paying For**' campaign is really important for us as content owners. We understand the importance of campaigns such as this to ensure the consumer understands the link between their support and our on-going ability to provide content of the quality of ICE AGE 4: CONTINENTAL DRIFT."*

WATCH THE TRAILER HERE: <http://www.youtube.com/watch?v=Clko2Dbtrwc>

ENDS

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**[www.facebook.com/IceAge4UK](http://www.facebook.com/IceAge4UK)**

## **Notes to editors**

### **About the Industry Trust for IP Awareness**

The Industry Trust for Intellectual Property Awareness was established in 2004 to tackle the growing issue of film and TV copyright infringement in the UK. Today it has more than 30 members, including Film and TV distributors, cinemas, DVD retailers and home entertainment rental companies. The Industry Trust seeks to achieve its aims through consumer education and awareness campaigns and the provision of training and information for those working to protect and enforce copyright. For more information on the Industry Trust's work visit [www.industrytrust.co.uk](http://www.industrytrust.co.uk)

### **About Twentieth Century Fox**

Twentieth Century Fox International is a unit of Fox Filmed Entertainment, a segment of Fox Entertainment Group.

One of the world's largest producers and distributors of motion pictures, Fox Filmed Entertainment produces, acquires and distributes motion pictures throughout the world. These motion pictures are produced or acquired by the following units of FFE: Twentieth Century Fox, Fox 2000 Pictures, Fox Searchlight Pictures, Fox International Productions and Twentieth Century Fox Animation.

### **About ICE AGE 4: CONTINENTAL DRIFT**

One of film's most beloved trios – "Ice Age's" Manny, Diego, and Sid – embark upon their greatest adventure after cataclysm sets an entire continent adrift. Separated from the rest of the herd, they use an iceberg as a makeshift ship, which launches them on an epic seafaring quest. Manny and the gang are challenged like never before to become heroes and do the impossible, as they encounter exotic sea creatures, explore a brave new world, and battle ruthless pirates. Scrat's reunion with his beloved but cursed acorn catapults him to places no prehistoric squirrel has gone before.

The voice talents of Ray Romano, Denis Leary, John Leguizamo, Queen Latifah and Jennifer Lopez in this new instalment of the award-winning and Oscar-nominated animated series. Directed by Steve Martino and Mike Thurmeier and produced by Lori Forte, **ICE AGE 4: CONTINENTAL DRIFT** is set for release on **13th July 2012**.

### **About FindAnyFilm.com – All Films. All Above Board. All in One Place.**

Created by The UK Film Council and funded by Lottery grants, the BFI's 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 many 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 works with the BFI, the Industry Trust, and 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.

### **About Moments Worth Paying For**

The Industry Trust for IP Awareness launched its *Moments Worth Paying For* campaign in 2011; the latest chapter in its ongoing work to address copyright infringement in the UK. *Moments Worth Paying For* aims to inspire people to support official film, TV and video content by celebrating the intense emotional pay-back they provide to the viewer. The campaign then directs people to film search engine, [www.findanyfilm.com](http://www.findanyfilm.com) where they can find the content they love from trusted legal sources, all in one place.

In 2011 *Moments Worth Paying For* featured in cinema ad reel estate and in Clearchannel spots across the UK. It also enjoyed a significant presence online, including some innovative media partnerships with Total Film, 4OD and Kiss FM. A high impact PR campaign complements the advertising by informing the target audience about the growing wealth of ways to watch film, TV and video, both on and offline.