

FINDANYFILM PRESENTS A DRACULA MOMENT WORTH PAYING FOR

- *Universal Pictures and The Industry Trust for IP Awareness launch ‘Dracula Untold’ trailer thanking film fans for choosing official film*
- *Also shining a focus on FindAnyFilm as the gateway to official film*

On Friday 19th September The Industry Trust for IP Awareness and Universal Pictures will launch a **Dracula Untold** trailer in cinemas nationwide, this is the 17th collaboration as part of the industry’s successful *Moments Worth Paying For* campaign.

Luke Evans stars in this origin story of the man who became Dracula and the trailer aims to inspire by thanking audiences for choosing legal film and supporting the production of future content. The piece is both introduced and concluded by signposting fans to FindAnyFilm.com reinforcing the all films, all above board message.

Liz Bales, Chief Executive of the Industry Trust for IP Awareness said:

“We’re delighted to see the successful MWPF return to Universal Pictures. In this next installment we were keen to refresh the message around consuming film from legal sources and here we see the FindAnyFilm messaging strengthened to ensure that whilst the Dracula Untold footage excites and inspires audiences, the take out is clear. FindAnyFilm is where audiences can find all films, all above board.”

To amplify the reach and influence of the trailer, the Industry Trust will implement its successful integrated multi-media approach across cinema, online and outdoor to complement the **Dracula Untold** marketing strategy.

Dracula Untold opens in cinemas nationwide on 3rd October 2014. Associated *Moments Worth Paying For* activity will run in cinema, outdoor and online.

- ENDS –

For more information on *Moments Worth Paying For* please contact Sylvia Wan on: 0207 440 0383 / sylvia.wan@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 data services 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 digital (or on demand) services. Visitors can search by title and or talent, and can sort their results by format and price. The original website has been evolved and now includes an API open to all, a cinema booking app available to all UK distributors and javascript links to purchase which can be embedded in film news and reviews content across

the web. Whilst the original website has been updated to reflect new formats, an array of tools have been developed to further the reach of the data – including an open API, a CMS based cinema booking app available to all UK distributors and dynamic buttons linking online film review and articles to points of purchase.

About Dracula Untold

Luke Evans (Fast & Furious 6, Immortals) stars in Dracula Untold, the origin story of the man who became Dracula. Gary Shore directs and Michael De Luca produces the epic action-adventure that co-stars Dominic Cooper, Sarah Gadon and Charles Dance.