**Pathé and Suffragette Producer Faye Ward collaborate with The Industry Trust to Promote the Value of Copyright and Creativity in the Film Industry.**

**LONDON, 4th September 2015:** Pathé and Faye Ward, Producer of the forthcoming box office release **Suffragette**, are the latest film insiders to support The Industry Trust’s successful *Moments Worth Paying For* campaign, to champion big screen experiences that move and inspire audiences.

Suffragette is the 21st collaboration for the long running *Moments Worth Paying For* campaign, the key driver being a trailer featuring scenes from the film which stars Carey Mulligan, Helena Bonham Carter, Brendan Gleeson and Meryl Streep, in an intense and inspiring drama that follows the story of the early feminist movement. The *Moments Worth Paying For* trailer aims to encourage audiences to choose official film experiences. The trailer directs consumers to FindAnyFilm.com, The Industry Trusts legal search engine for consumers to easily source 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, digital and outdoor advertising, targeting 18 - 35+ females to complement the **Suffragette** marketing strategy.

**Chris Besseling, Director of Marketing, Pathé UK** said: “The story of the Suffragettes is a key moment in history and an important story to tell. The film’s inspiring and empowering message felt like a strong fit for the *Moments Worth Paying For* campaign and we’re excited to be working with the Industry Trust on our first collaboration. Pathé understands the importance of educating audiences about sites like FindAnyFilm, where they can legally find their favourite content in cinemas, on disc and digital.”

**Faye Ward, Producer of Suffragette** said: “It has been a huge privilege for me, to be part of the British film making team who have brought this incredible story to life. Great storytelling has the ability to inspire audiences to change not only their beliefs but their actions, so partnering on the *Moments Worth Paying For* campaign enables us to inform film lovers and highlight the importance and value of creativity.”

**Liz Bales, Chief Executive of the Industry Trust for IP Awareness** said: “16 – 34 males continue to be the core infringers of film and TV content. Research shows that women in the same age group are increasingly found to be doing the same and so we must collaborate on titles that feel relevant to that audience if we’re to inspire them to choose official film and TV.”

**Suffragette** opens the 59th BFI London Film Festival on 7th October and released nationwide in cinemas on 12th October. 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 Suffragette**

SUFFRAGETTE is an intense drama that tracks the story of the foot soldiers of the early feminist movement as they fought for the right to vote, women who were forced underground to pursue a dangerous game of cat and mouse with an increasingly brutal State. These women were not primarily from the genteel educated classes, they were working women who had seen peaceful protest achieve nothing. Radicalised and turning to violence as the only route to change, they were willing to lose everything in their fight for equality - their jobs, their homes, their children and their lives. The character of Maud, played by Carey Mulligan, is one such foot soldier. The story of her fight for dignity is both heart-breaking and inspirational.

The film stars Carey Mulligan, Helena Bonham Carter, Brendan Gleeson, Anne-Marie Duff, Ben Whishaw, Romola Garai and Meryl Streep. The film is directed by Sarah Gavron, reteaming with her *Brick Lane* screenwriter Abi Morgan (*The Iron Lady*), and producers Faye Ward and Alison Owen (*Saving Mr Banks*).

SUFFRAGETTE opens in UK cinemas nationwide on Monday 12th October 2015

[www.suffragettemovie.com](http://www.suffragettemovie.com)