**UNDER STRICT EMBARGO UNTIL 00.01 FRIDAY 23RD JULY**

**WATCH: KURUPT FM BECOME ANTI-PIRACY SPOKESPEOPLE IN NEW TRAILER FOR**

***PEOPLE JUST DO NOTHING: BIG IN JAPAN***

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They may be fictional garage legends and pioneers behind pirate-radio station Kurupt FM, but the stars of *People Just Do Nothing: Big In Japan,* have a few words to say about anti-piracy in the film industry.

Ahead of the release of their first feature film, MC Grindah *(Allan Mustafa),* DJ Beats *(Hugo Chegwin)* and crew have called on fans to get out the house and into the cinema to see their brand new movie, instead of opting for at-home pirate copies. Claiming “*we wouldn’t pirate anything*” the West London lads are convincing new spokespeople for the *Industry Trust’s* latest exclusive trailer in their ongoing anti-piracy campaign, *Moments Worth Paying For.*

In the exclusive trailer, showing in cinemas from July 23rd, the Kurupt FM crew take a strong stand against illegal piracy in the film industry. In their iconic mockumentary style, the group, also featuring Steves *(Steve Stamp)* and Chabuddy G *(Asim Chaudhry),* speak straight to the camera telling viewers “*get yourself down to the cinema guys, yeah, don’t be a cheap arse skate*”.

The *Moments Worth Paying For* campaign strives to counter infringing behaviour by encouraging fans to pay to enjoy feature films on the big screen. So, big up urban powerhouse and ultimate family unit, Kurupt FM - the only people we take seriously when it comes to educating on anti-piracy.

After five successful seasons, the BAFTA-winning comedy comes to the silver screen with the highly anticipated feature film, *People Just Do Nothing: Big In Japan*. Since the end of their pirate radio station, life has been quiet for the Kurupt FM boys, but everything is about to change. News reaches them that one of their songs has been used on a popular game show in Japan. They've made it! It's finally time for them to enjoy the fame and fortune that they've always known they deserved. But is Japan really ready for Kurupt FM?

So, get yourself down to the cinema, sit back and relax, indulge in the delicious snacks and enjoy a wicked trip to Japan with the Kurupt FM legends. There’s no better way to take in their iconic garage tunes, including the most recent track *‘Summertime’* (featuring Craig David), in full surround sound.

**Rob Huber, Managing Director, Universal Pictures UK + Eire Limited said:** *“We are excited to partner once again with The Industry Trust on this exclusive content piece for our highly anticipated UK production of ‘People Just Do Nothing: Big In Japan’. For a hugely popular TV property getting its big screen debut, it is increasingly important to us that we encourage audiences back to the cinema and watch it on the biggest screen possible – the cinema. We are fully supportive of the vital work that the Trust does and hope to encourage audiences to choose legal routes to watch big screen moments and laugh together this summer in a cinema near you”.*

**Liz Bales, Chief Executive, The Industry Trust for IP Awareness said:** *“I’m delighted to see the full return of our flagship anti-piracy campaign, Moments Worth Paying For. Partnering with Universal Pictures International UK & EIRE on People Just Do Nothing: Big in Japan is a fantastic way to engage with 18-34 males who, according to Industry Trust research, will be among the first to return to cinemas throughout 2021. Fans of this hilarious, BAFTA-winning hit BBC show will love this bespoke piece written by the Kurupt FM crew, with their trademark humour. The Moments Worth Paying For* Campaigns *wouldn’t be possible without the continued support of DCM and Pearl & Dean, as well as our many distributor members, and we can’t wait to see it return to the big screen!”*

**The *People Just Do Nothing: Big In Japan,* Moments Worth Paying For trailer will show in cinemas from the 23rd July.**

***People Just Do Nothing: Big In Japan hits cinemas on 18th August, 2021***

**\*ENDS\***

For further information contact BASE@alfredlondon.com / 0207 033 6566

**Notes to Editors**

**OFFICIAL SYNOPSIS**

“Since the end of their pirate radio station, life has been quiet for the Kurupt FM boys, but everything is about to change. News reaches them that one of their songs has been used on a popular game show in Japan. They've made it! Their music is reaching hundreds of thousands of people! It's finally time for them to enjoy the fame and fortune that they've always known they deserved. Chabuddy G steps excitedly back into his management role, as Grindah, Beats, Steves and Decoy begin their journey to international stardom... But is Japan really ready for Kurupt FM?”

**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**](http://findanyfilm.com/)

FindAnyFilm.com is one of the UK's leading websites for film fans looking to book, buy and watch films and TV programmes. Operated by The Industry Trust for IP Awareness, the website offers 122,000 films and TV shows 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.