**LOGOS**

**MOMENTS WORTH PAYING FOR PRESENTS
A SPECIAL MESSAGE FOR**





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January 6, 2023 – This year, everyone’s favourite leche-loving, swashbuckling, fear-defying feline returns to cinemas. Moments Worth Paying For today presents a special message from Antonio Banderas ahead of the release of Puss in Boots: The Last Wish on 3rd February.

In the exclusive new content, Banderas emphasises the magic of seeing films on the big screen and the importance of supporting your local cinema.

For the first time in more than a decade, DreamWorks Animation presents a new adventure in the Shrek universe as daring outlaw Puss in Boots discovers that his passion for peril and disregard for safety have taken their toll. Puss has burned through eight of his nine lives, though he lost count along the way. Getting those lives back will send Puss on his grandest quest yet.

Academy Award® nominee Antonio Banderas returns as the voice of the notorious PiB as he embarks on an epic journey into the Black Forest to find the mythical Wishing Star and restore his lost lives. But with only one life left, Puss will have to humble himself and ask for help from his former partner and nemesis: the captivating Kitty Soft Paws (Oscar® nominee Salma Hayek).

In their quest, Puss and Kitty will be aided—against their better judgment—by a ratty, chatty, relentlessly cheerful mutt, Perro (Harvey Guillén, *What We Do in the Shadows*). Together, our trio of heroes will have to stay one step ahead of Goldilocks (Oscar® nominee Florence Pugh, *Don’t Worry Darling,* *Black Widow*) and the Three Bears Crime Family, “Big” Jack Horner (Emmy winner John Mulaney, *Big Mouth*) and terrifying bounty hunter, The Big Bad Wolf (Wagner Moura*, Narcos)*.

Puss in Boots: The Last Wish features an all-star comedic cast that includes Oscar® winner Olivia Colman, Ray Winstone (Black Widow), Samson Kayo (*Sliced*), Emmy nominee Anthony Mendez (*Jane the Virgin*) and Tony nominee Da'Vine Joy Randolph (*Trolls World Tour*).

**Liz Bales, Chief Executive, The Industry Trust for IP Awareness said: *“I’m delighted to start 2023 off with a brand-new Moments Worth Paying For trailer featuring a personal message from the legendary, Antonio Banderas. Thanking audiences for purchasing their cinema tickets to Puss in Boots: The Last Wish is the perfect way for us to continue to share our message with film fans: that there is nothing like the cinema experience as the best way to watch films first. We hope Antonio, (and Puss) help inspire kids and parents of all ages to take a trip to their favourite cinema this January.***

***The Moments Worth Paying For campaigns wouldn’t be possible without the continued support of DCM, Pearl & Dean, Wide Eye Media, UK Cinema Association & Clear Channel UK, as well as our many distributor members, and we can’t wait for an exciting slate of further trailers set for 2023.”***

**Rob Huber, Managing Director, Universal Pictures UK + Eire Limited** said: *“It is a pleasure to work once again with the Industry Trust and bring our fearless feline Puss in Boots back to cinemas. DreamWorks Animation is beloved by families for its artistry in creating colourful worlds and immersive environments that look spectacular on the big screen. We fully support the work of the Industry Trust and hope to encourage audiences to choose a legal route to watch Puss’ exciting new adventure when Puss in Boots: The Last Wish arrives in cinemas this February.”*

*Puss In Boots: The Last Wish* is in cinemas from February 3.

Find your nearest screening at <https://www.universalpictures.co.uk/micro/puss-in-boots-2>.

For further press information about Moments Worth Paying For, please contact

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