



Thursday 10 February 2010

MAYOR OF LONDON PRESENTS LONDON FILM DAY - Sunday 21 March 2010

in partnership with Film London and the BFI London Film Festival

Featuring 15 simultaneous World Public Premieres of

NANNY MCPHEE AND THE BIG BANG

and FREE Film Workshops in cinemas across London

www.bfi.org.uk/londonfilmday

The **Mayor of London** has unveiled plans for **LONDON FILM DAY**, on Sunday 21 March, a major event for 2010 which will promote the cinema-going experience to people across the city and celebrate the film-making achievements of one of the world's most cinematic capitals.

Created in partnership with the Mayor of London, **Film London** (the capital's film and media agency) and the **BFI London Film Festival**, and thanks to the support of **Universal Pictures**, LONDON FILM DAY will offer **discounted tickets (£5 for adults and £1 for children)** to the **first ever simultaneous, world public film premiere in 15 cinemas**.

The film selected for this prestigious event is Working Title Films' **NANNY MCPHEE AND THE BIG BANG**, the highly anticipated sequel to the hugely popular and much-loved 'Nanny McPhee'. Directed by Susanna White, and written by and starring Emma Thompson as the magical nanny, the film also stars Maggie Gyllenhaal, Rhys Ifans, Maggie Smith, Bill Bailey and Daniel Mays. Audiences at the special premiere screenings across the city, from Harrow to Croydon, Southwark to Wood Green (full list of participating cinemas below), may have the chance to see some of the film's cast and crew.

LONDON FILM DAY will also offer young film fans, families and visitors to the capital the opportunity to take part in **FREE** workshops at each of the 15 participating venues. These will celebrate the magic of Nanny McPhee and the big screen and range from modelling and animation techniques to storytelling and storyboarding. There will also be a host of prizes available for those taking part, with competitions and ticket give-aways in the run up to the event.

The **Mayor of London Boris Johnson** explains: "Londoners love film and with cinema admissions at their highest for years, we want to bring the excitement of a world premiere to local cinemas in boroughs throughout the capital. London is one of the great film-making centres and there will be plenty of chances to find out more about the industry and how it works. With a brand new film, LONDON FILM DAY is the perfect opportunity to experience first hand the excitement of a premiere and see some stars at your local cinema."

Emma Thompson, the star and writer of *NANNY MCPHEE AND THE BIG BANG*, comments: "Sharing 'Fantasia' at the Holloway Odeon with my sister, Mum and Dad is one of the most powerful memories of my childhood. If any of you gets to keep a memory like that from coming to see Nanny McPhee with your family, then it will all have been worth it!"

Eric Fellner, co-chairman of **Working Title Films** and producer, alongside Lindsay Doran and Tim Bevan, added: "LONDON FILM DAY is a great initiative for the capital's movie-goers and we are honoured that *NANNY MCPHEE AND THE BIG BANG* has been chosen to inaugurate this event."

As well as promoting the pleasures of the cinema going experience, the Mayor is keen to promote London's role as one of the top three film-making cities in the world. 75% of the UK's film-making activity is based here and the city's production industries contribute an estimated £13.6bn annually to the capital's economy. London is also one of the most filmed cities in the world with an average of 35 crews shooting in London everyday.

Adrian Wootton, Chief Executive of Film London adds: "I am delighted that *NANNY MCPHEE AND THE BIG BANG* has been chosen as the first public premiere for London Film Day offering Londoners and its visitors the chance to be the very first to see this hotly anticipated film".

He continues: "Written by and starring London born and based **Emma Thompson** the film was also shot in many distinctive London locations. It was produced by Working Title, a highly respected London-based film Production Company, and the majority of the cast and crew live in the capital. *NANNY MCPHEE* is therefore very much a film for and by Londoners, and we're proud to have it as the centrepiece of the first ever LONDON FILM DAY."

BFI London Film Festival's Artistic Director **Sandra Hebron** agrees: "We're very pleased to be working with the Mayor of London, Film London and Universal Pictures to bring this unique event to Londoners, and with 15 simultaneous world public premieres, special guests and family activities, we look forward to creating enjoyment, excitement and a true festival atmosphere across the capital."

LONDON FILM DAY is also supported by media/in-kind partners **London Evening Standard**, **CBS Outdoor**, **TfL**, **Digital Cinema Media** and **BBC London**.

Cinemas participating in London Film Day are:

- **BFI Southbank**, Belvedere Road Southbank, SE1. Box office: 020 7928 3232
- **Cineworld Feltham**, Leisure West, Air Park Way, TW13. Box office: 0871 200 2000
- **Cineworld Haymarket**, 63-65 Haymarket, SW1Y. Box office: 0871 200 2000
- **Cineworld Wandsworth**, Southside Shopping Centre, Wandsworth High Street, SW18. Box office: 0871 200 2000
- **Cineworld Wood Green**, Wood Green Shopping City, Wood Green, N22. Box office: 0871 200 2000
- **Greenwich Picturehouse**, 180 Greenwich High Road, SE10. Box office: 0871 704 2059
- **Phoenix Cinema**, 52 High Road, N2. Box office: 020 8444 6789
- **Rich Mix**, 35-47 Bethnal Green Road, E1. Box office: 020 7613 7498
- **Ritzy Picturehouse**, Brixton Oval, Coldharbour Lane, SW2. Box office: 0871 704 2065
- **Stratford East Picturehouse**, Salway Road, E15. Box office: 0871 704 2066
- **Vue Croydon** Purley Way, Valley Park Leisure Complex, Hesterman Way, CR0. Box office: 0871 224 0240
- **Vue Harrow**, St George's Shopping & Leisure Centre, St Anne's Road, HA1. Box office: 0871 224 0240
- **Vue Islington**, 36 Parkfield Street, N1. Box office: 0871 224 0240
- **Vue Romford**, Waterloo Road, 1-15 The Brewery, RM1. Box office: 0871 224 0240

- **Vue Westfield**, Westfield Shopping Centre, Ariel Way, W12. Box office: 0871 224 0240
www.bfi.org.uk/londonfilmday

A selection of images from **Nanny McPhee and the Big Bang** can be found at www.image.net

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Notes to Editors:

NANNY MCPHEE AND THE BIG BANG is released in cinemas across the UK on 26 March 2010

www.nannymcpee.co.uk

London Film Day Partners:

Mayor of London

The Mayor of London and the London Development Agency support a number of initiatives aimed at supporting the sector and developing skills to ensuring the capital retains its position as one of the world's top film-making centres. This includes working closely with Film London, providing funding for the BFI London Film Festival, including the Production Finance Market, the London Borough Film Fund Challenge and funding for the planned new BFI National Film Centre. For more information about the Mayor's priorities for culture in the capital go to:

www.london.gov.uk/mayor/culture/cultural-metropolis.

Film London

Film London, the capital's film and media agency, aims to ensure London has a thriving film sector that enriches the city's businesses and its people. Film London sustains, promotes and develops London as a major international production and film cultural capital, working with all the screen industries. The agency is supported by the UK Film Council and the London Development Agency, also receiving significant support from Arts Council England London, the Mayor of London and Skillset.

www.filmlondon.org.uk

BFI London Film Festival

The BFI London Film Festival champions creativity, originality, vision and imagination by annually showcasing the best of contemporary world cinema, documentaries, shorts, animation and experimental film, alongside restored treasures from the world's archives.

www.bfi.org.uk