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MPA MOTION PICTURE ASSOCIATION
EUROPE, MIDDLE EAST AND AFRICA

CELEBRATE OSCAR NOMINATED CARTOON SALOON WITH NEW #IMAKEMOVIES CAMPAIGN FROM THE INDUSTRY TRUST

DUBLIN. 14th FEBRUARY 2019. The Industry Trust for IP Awareness Ireland and the Motion Picture Association (MPA) release a brand new #IMAKEMOVIES campaign, focused on the talent it takes to bring great stories to global audiences.

This #IMAKEMOVIES ANIMATION campaign represents the growth and success of Kilkenny based Cartoon Saloon, Academy Award, Golden Globe, BAFTA and Emmy nominated animation studio. From shorts to feature films and TV series they have carved a special place in the international Animation industry. This campaign highlights how much passion and hard work they have for their craft and piracy has been a constant threat to their business.

Due to the success of the first three campaigns online, #IMAKEMOVIES ANIMATION will receive a cinema release from Friday February 15th.

Alison Crinion, Communications Director Irish Industry Trust says 'It has been a pleasure to work with Cartoon Saloon on this #IMAKEMOVIES campaign. Piracy is a real threat to the growth of the Irish Film Industry. Paul and his team have illustrated with great honesty their passion for their craft and what the ongoing piracy challenge means to them in very real terms. The Irish Industry Trust feels that this campaign will resonate with Irish audiences the impact in making legitimate viewing choices'

Stan McCoy, President and Managing Director of the MPA EMEA says "We are proud to work with the Irish Industry Trust on this powerful campaign to encourage respect for the hard work of the Irish creative sector. This campaign reminds us that piracy impacts real people and local businesses. Through partnerships we can build a future where creativity thrives, where storytellers prosper, and audiences around the world celebrate their creations."

The Industry Trust's consumer education campaign continues to deliver this core message; inspiring audiences to choose the big screen experience and choose legal content when watching online. The #IMAKEMOVIES campaign directs audiences to an industry-supported film search engine, **LOVEMOVIES.IE**, which offers exclusive updates, news and real-life experiences from those working in film. There are also legal content sources allowing the user to book cinema tickets and buy or rent content at their convenience.

Online from 14/02/10
In Irish Cinemas 15/02/19
[Vimeo link](#)

Notes to Editors

About The Industry Trust for IP Awareness

The Industry Trust is the 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, www.lovemovies.ie

About The Motion Picture Association

The Motion Picture Association (MPA) is the international trade association that serves as the voice and advocate of the major international producers and distributors of films, home entertainment and television programs across Europe, the United States and around the world. The MPA is a subsidiary of the Motion Picture Association of America (MPAA), whose members are: Walt Disney Studios Motion Pictures, Netflix Inc., Paramount Pictures Corporation, Sony Pictures Entertainment Inc., Twentieth Century Fox Film Corporation, Universal City Studios LLC, and Warner Bros. Entertainment Inc. For more information about the MPA, www.mpaeurope.org