

At a cinema near you now . . . Sarah's Story

The first ever UK broadcast advert created to raise awareness of Motor Neurone Disease is currently being shown at over 50 independent cinemas across England and Wales.

The hard-hitting 90-second advert, called *Sarah's Story*, is intended to convey the emotional and physical impact of a diagnosis of MND.

Its aim is to raise awareness amongst the general public of this devastating condition and the work of the MND Association. Cinema goers are therefore likely to find it unsettling, even shocking, to watch.

Making the film involved people with MND, in particular, Sarah Ezekiel from north-west London, after whom the campaign has been named. There is more information about the campaign at www.sarahsstory.org.uk.

The advert has been created at virtually no cost, with free support from within the advertising and film industries.

The list of participating cinemas can be found below and online at www.mndassociation.org/sarahsstory. The advert is rated to be shown only with films of certificate 15 or 18.

Sarah's Story will be screened between 30 January to 5 February and 13 February to 19 February.

From 30 January to 5 February the film will be shown at the following cinemas with selected 15 and 18 rated films:

Aldeburgh Cinema
Baker Street Screens
Barbican Centre Cinema
Belsize Park Everyman
Bethnal Green Rich Mix Cinema
Birmingham Electric Cinema
Bloomsbury Renoir
Bowness Royalty
Bradford Cubby Broccoli
Brentford Watermans
Cambridge St John's Film Society
Cardiff Chapter

Chelsea Cinema
Chichester Cinema at New Park
Dalston Rio
Durham Bede Film Society
Eastbourne Curzon Cinema
Fareham Apollo
Hampstead Everyman Cinema Club
Horsham Capitol
Islington Screen on the Green
Kensington Cine Lumiere
Kilburn Tricycle
Kings Lynn Majestic
Knutsford Civic Centre
Leamington Spa Royal Cinema
Leamington Spa Apollo
Leeds Cottage Road Cinema
Liverpool Woolton Picture House
Llanelli Entertainment Centre
London ICA The Mall
Lyme Regis Regent
Marple Regent Cinema
Market Drayton Cinema
Mayfair Curzon
Malton Palace Cinema
Newcastle Tyneside Cinemas
Nottingham Broadway
Oxted Screen
Penrith Lonsdale Alhambra
Padstow Cinedrome
Reigate Screens
Richmond Filmhouse
Saffron Walden Screen
Shrewsbury Old Market Hall
Sidmouth Radway
Skipton Plaza Cinema
Soho Curzon
Wadebridge Regal
Walton on Thames Screens
Wareham Rex
Wells Entertainment Centre
Wellingborough Castle Cinema
West End Apollo Cinema
Winchester Screens
Woodhall Spa Kinema