



# NEWS RELEASE

**For Immediate Release**

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## SCREENING OF 'FROZEN' IN CELEBRATION OF WORLD INTELLECTUAL PROPERTY (IP) DAY IN VIETNAM

**Singapore/Hanoi:** The U.S. Embassy in Hanoi, Motion Picture Association (MPA) and CGV Cinema of Mega Star Media (CGV) jointly organized a special screening of Walt Disney Animation Studios movie *Frozen* to celebrate World IP Day 2014. Nearly 220 representatives from the Vietnamese government, universities and artistic industries attended the screening with US Embassy officials and executives from MPA and CGV last night. The event also witnessed the launch of a new trailer produced for the Vietnamese film and TV industry to raise awareness of the value of creativity and respect of IP rights.

World IP Day is an initiative of the World Intellectual Property Organization (WIPO) and has been celebrated annually on April 26 since its inception in 2001. The day provides a good opportunity around the world to reflect on the importance of human innovation and celebrate the important role that IP plays in our daily lives.

Noting the importance of IPR, U.S. Ambassador David Shear said, "Strong IP protection is critical for Vietnamese filmmakers to be successful, just as it is for Vietnamese artists, IT developers, and a range of other professionals whose creative efforts must be capitalized if Vietnam wants to reach its full potential. The U.S. Government is looking forward to working with Vietnam to develop and improve its own system to protect the Intellectual Property of its own talented citizens."

H.E. Vuong Duy Bien, Deputy Minister of Culture, Sports and Tourism said, "In the spirit of this year's theme for World IP Day 'Movies - A Global Passion', we are here to honor motion pictures as the seventh art collectively created by hundreds of thousands of people in their roles as writers, directors, producers, artists, editors, composers, sound and light technicians and so on. It is a great honor for us to enjoy the fruit of their creativity. Therefore, it is our responsibility to respect, protect and encourage creative content so that the dedication of filmmakers, authors and artists is well paid off. Only by doing so can we develop an incentive for them to continue investing in creative work important for socio-economic and cultural development."

"We are proud to once again jointly organize this event with the MPA and the U.S. Embassy in recognizing the critical importance of IP and the people and businesses involved in the creation and distribution of films in Vietnam and around the world", said Brian Hall, CEO of MegaStar Media. "All of us in the exhibition sector appreciate that for our industry to thrive, it is critical that all stakeholders must not only entertain but also engage consumers and help them understand that content theft affects everyone and addressing this helps to protect and ensure that we can continuously serve their interests as well."

“This year’s theme ‘Movies – A Global Passion’, provides a great opportunity to appreciate how IP rights shape filmmakers’ journey to tell their story from an idea, to script and finally on the screen,” said Susan Lee, Director of Operations, MPA. “Movie making is about collaborative work and the passion of the story teller. We need to work together to provide the best environment to inspire, nurture and protect the creative works of the film community in Vietnam and around the world.”

Director Chuyên Thac Bui said, “It requires great professionalism to create valuable art works; artists should be allowed to make a living out of these works that they create. The audiences that pay to enjoy creative content and entertainment, and refuse piracy, are those that truly support artists and enable artists to take their storytelling skills to the next level.”

*Frozen* is an animation film that tells the story of a fearless princess who sets off on an epic journey alongside a rugged mountain man, his loyal pet reindeer, and a hapless snowman to find her estranged sister, whose icy powers have trapped their kingdom in eternal winter. The film features the voices of Kristen Bell, Idina Menzel, Jonathan Groff, Josh Gad, and Santino Fontana.

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**About the MPA:**

*Promoting & Protecting Screen Communities in Asia Pacific*

The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent the interests of the six international producers and distributors of filmed entertainment. To do so, they promote and protect the intellectual property rights of these companies and conduct public awareness programs to highlight to movie fans around the world the importance of content protection. These activities have helped to transform entire markets benefiting film and television industries in each country including foreign and local filmmakers alike.

The organizations act on behalf of the members of the Motion Picture Association of America, Inc (MPAA) which include; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. The MPA and the MPA-I have worldwide operations which are directed from their head offices in Los Angeles and Washington, D.C. and overseen in the Asia Pacific by a team based in Singapore. For more information about the MPA and the MPA-I, please visit [www.mpa-i.org](http://www.mpa-i.org).

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