



## NEWS RELEASE

**For Immediate Release**

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### SINGAPORE'S CREATIVE COMMUNITY CELEBRATES WORLD IP DAY WITH SCREENING OF "CAPTAIN AMERICA: THE WINTER SOLDIER"

*U.S. Embassy – MPA event reflects 2014 World IP Day theme 'Movies: A Global Passion'*

**SINGAPORE** – In commemoration of World IP Day – this year themed 'Movies: A Global Passion', the U.S. Embassy in Singapore and the Motion Picture Association (MPA) jointly hosted the special screening of "*Captain America: The Winter Soldier*" and "*It's a Wrap*" at Golden Village (GV) Vivo City today.

Addressing over 200 guests from various government agencies, creative industry professionals and students, Guest of Honor, U.S. Ambassador to Singapore, Kirk Wagar said, "The works of creators, inventors, and filmmakers deserve to be respected, and I believe that intellectual property protection is the cornerstone of innovation and creativity. We are proud to be working alongside the Motion Picture Association to promote intellectual property protection."

"It's a pleasure for the MPA, in partnership with the U.S. Embassy and Golden Village, to take a moment to acknowledge the extraordinary creativity and innovation that goes into producing and distributing the movies we love," said Frank Rittman, MPA Senior Vice President, Deputy Managing Director and Asia Pacific Regional Policy Officer. "Today is an opportunity for us to remind audiences that respecting and valuing intellectual property will ensure continued investment in quality entertainment and more enjoyable movie experiences for audiences. Our *It's a Wrap* video provides informative insight into how films and television shows are made, and emphasizes the creativity, hard work and skills required to produce the films we all enjoy."

"We are honored to join MPA and the U.S. Embassy once again in recognizing the importance of IP," said Clara Cheo, CEO, Golden Village. "Everyone from moviegoers to writers, actors, directors and producers, studios and distributors, composers and designers, all share a passion for movies and we hope that we can work together as a community to value and protect the work of our filmmakers and the film industry ecosystem that provides so much pleasure, education and enlightenment to audiences everywhere."

"*Captain America: The Winter Soldier*" is a superhero film sequel to 2011's "*Captain America: The First Avenger*". The film stars Chris Evans, Scarlett Johansson and Samuel L. Jackson.

First launched in 2010, "*It's a Wrap*" is an educational video that goes behind the scenes to provide insight into the workings of the Singapore film industry and how a movie is made.

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**About the United States Embassy in Singapore:**

The United States Embassy in Singapore consists of 19 U.S. Federal Government agencies working in Singapore and the region. Through the U.S. Embassy, the United States maintains a strong bilateral relationship with the Government of Singapore and stands ready to assist the more than 25,000 American citizens in Singapore, many of whom work for American businesses with offices in this country.

Additional information about the U.S. Embassy in Singapore can be found at <http://singapore.usembassy.gov>.

The Embassy is on Facebook at <http://www.facebook.com/singapore.usembassy>.

The Embassy's Twitter page is @redwhitebluedot.

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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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