



Here we are again with another newsletter - I bet you couldn't wait, could you! Well, I'm delighted to tell you that we have good news to impart! From Friday 2nd October, The Spell is to be shown in at least 14 cinemas across the country from Paisley in Scotland to the West End of London and from Sunderland in the North East to Bristol in the South West. So how about that! And we may yet pick up a few more along the way.

The map opposite shows what an amazing spread of cinemas across the whole country will be showing our film. The cinemas involved include the multiplex chains Vue, Showcase and Empire as well as several independent cinemas. In the next week or so we will be setting up a page on the website where you can go and check which cinemas are showing the film and, a bit nearer the time, when it will be screened each evening. We'll also put links to the cinemas' websites and details of booking lines so that people can book seats.

So, please do your bit and tell all your friends, acquaintances and even your enemies about the film and encourage them to go and see it if it is showing anywhere near them.

You can't hide from what's inside you!

That's the new tag line for the film which will be featuring on the posters (see below) and all our literature from now on and no, it wasn't my idea, it was far too good to be mine, it was Neil's!



National Press Show

The Spell will have its National Press Show on Monday 28th September at the 20th Century Fox screening room in Soho. According to the PR company which is helping us with this, the slot allocated to us by the Film Distributors Association is one of the best and, in addition, the film screening in the previous slot will also be shown at 20th Century Fox. So, all the film critics have to do to see The Spell is stay in their seats - it doesn't get much easier than that.



If you would like to get this newsletter regularly by email, please send an email to: owen@careyfilms.com and we'll add you to the list.

Where Can I See It?

The following cinemas will be showing The Spell for a week from 2nd October:

VUE	
Leeds, The Light (+ world premiere)	
PRINCE CHARLES	SHOWCASE
London	Bristol
	Coventry
EMPIRE	Leeds
Sunderland	Liverpool
	Manchester
THE SCENE	Newham
Cwmbran	Paisley
	Reading
CITY CINEMA	REEL
Leicester	Hull



Marketing plan being rolled out

Inevitably, given the number of cinemas showing The Spell the amount of work we have to do between now and the opening of the film is massive. After all, we want to make sure that as many people as possible go and see it. So posters are being printed in various sizes from Quad (full size cinema posters - 40" x 30") to A3 and we are having 30,000 flyers printed which will be distributed in every city where the film is being shown.

There will be some advertising taking place in Leeds where the film will be showing in two cinemas, Vue in The Light and Showcase, and a large amount of PR activity has been planned and is now being implemented across the country. There have already been several reviews published in high profile magazines (not all of them positive but, hey, you know what they say, all publicity is good publicity!) and there will be many more in the national press following our National Press Show on 28th September.