

## PRESS RELEASE

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- **Park Circus Films pick up the first Arts Alliance Media Innovation Award at this year's RAAM Awards**

Glasgow based Park Circus Films were awarded the first Arts Alliance Media Innovation Award at this year's RAAM Awards presented to the UK and Irish cinema and film distribution industry.

Park Circus was considered by the awards advisory board to fulfil the criteria in every area. Established in 2003, the company has created the UK's leading digital library of back catalogue of 7000 film titles dating from the classic Casablanca to more recent Bond movies.

Howard Kiedaisch, Chief Executive Officer of Arts Alliance Media commented:

"We were very impressed with the way Park Circus very clearly demonstrated the benefits of digital cinema. The reduced print costs mean that classic films such as "Goldfinger", "Casablanca" and the upcoming "The 39 Steps" can be seen on the big screen all across the country, by a new generation of audiences, in pristine quality. We are delighted that they have taken the risk of trying something new and have enjoyed great success."

Tony Meehan, Chairman of RAAM said:

"What the awards jury liked most about Park Circus was the innovative way in which they recognised the forthcoming change to digital projection in the cinema industry ahead of anyone else. They have gathered a comprehensive and quite marvellous back catalogue of wonderful films, in both digital and 35mm which the cinema industry across Europe can book for theatrical exhibition. Park Circus represents 20 distributors and independent producers."

The logo for RAAM management, featuring the word "RAAM" in a large, bold, white sans-serif font above the word "management" in a smaller, white sans-serif font, both centered within a dark blue rectangular background.

**RAAM**  
management

## **Note to Editors**

The RAAM Awards were established four years ago to recognise film distribution and cinema exhibition. Awards were presented across 19 categories to recognise the achievements of thousands of people who each week makes it possible for the millions of cinema goers to see their favourite movies. The awards are decided by Nielsen EDI box office data and an advisory board which represents all parts of the UK and Irish film distribution and exhibition industry.

Members of the RAAM Advisory Board are:

Andrew Cripps - Paramount Pictures International; Robert Mitchell –The Walt Disney Company Ltd; Trevor Green – Entertainment Films; Tim Richards – Vue; Neil Marshall – Warner Bros; Steve Perrin - Rentrak; Trish Long, The Walt Disney Company Ltd Ireland; Clare Binns – City Screen; David Hancock – Screen Digest; Rob Arthur and Tony Meehan - RAAM Management

Winners contact details

Nick Varley, Joint MD, Park Circus Films +44(0) 141 332 2175

### **About Arts Alliance Media:**

Arts Alliance Media, based in London and Paris, is Europe's leading provider of digital film distribution services, dedicated to building a European digital network to deliver film to the cinema, to the home and between industry players. AAM provides end-to-end digital cinema solutions encompassing equipment selection, financing and integration, operator training, installation and support, and content management and delivery. AAM was founded in 2003 by Thomas C. Hoegh who serves as Chairman of the Board. Further information can be found at [www.artsalliancemedial.com](http://www.artsalliancemedial.com)

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