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CHIVAS REGAL AND FILMAID INTERNATIONAL LAUNCH GLOBAL BRAND PARTNERSHIP IN CANNES



From left to right, FilmAid President Iliane Ogilvie Thompson, FilmAid Founder Caroline Baron, longtime FilmAid supporter Robert De Niro, Chivas Regal Brand Director James Slack celebrate launch

Chivas Regal, the world's original luxury Scotch whisky and Official Partner of the Festival de Cannes, today announced a new global brand partnership with the charity FilmAid International.

The official launch celebration of the partnership took place in Chivas House on the Croisette in Cannes and was attended by FilmAid Founder Caroline Baron, FilmAid President Iliane Ogilvie Thompson and long-time supporter of FilmAid and President of the Jury of this year's Festival de Cannes, Robert De Niro.

The partnership will see Chivas Regal and FilmAid working together to help, educate and inspire communities in need through the power of film. An initial donation of \$100,000 (US) was made by Chivas Regal to support FilmAid projects across the world.

FilmAid International is a humanitarian organization that harnesses the power of film to educate and bring hope to refugees and other communities in need around the globe. Founded in 1999 during the Balkan crisis, FilmAid works in partnership with the United Nations refugee agency (UNHCR) and other global aid organizations to bring film and video programs that inform, inspire and empower to more than 1 million people.

Chivas Regal has a history of supporting cinema having played a starring role at many of the world's most celebrated events. Now in its third year as Official Supplier of the Festival de Cannes, Chivas Regal continues to strengthen its position in, and commitment to cinema.

To mark the launch, Chivas Regal commissioned Magnum Photos to create an exhibition of the work of FilmAid, a selection of which is on display in Chivas House.

James Slack, Brand Director, Chivas Regal says, "The work of FilmAid is truly inspirational and we are delighted to support the amazing work they do around the world.

"The partnership aligns well with values that Chivas Regal is passionate about: brotherhood, generosity, integrity and a social awareness for the world in which we live. The partnership with FilmAid provides our customers with a tangible proof-point of these values while reinforcing our commitment to film and cinema whether it be here in Cannes or among some of the most needy communities in the world."

Liz Manne, Executive Director of FilmAid, says, "We at FilmAid International are delighted by our new partnership with Chivas Regal. Their dedication to cinema makes them the perfect partner for FilmAid, which brings cinema to those most in need of the inspiration and education that film can provide. We look forward to developing this partnership with Chivas in the future."

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