

Abercrombie & Kent and IN-House host charity screening in support of FilmAid International

Mr. Jeremy Irons introduces 'Un Coeur en Hiver'

WHO: Geoffrey Kent, CEO and Chairman of Abercrombie & Kent, and Katrina Pavlos, founder of IN-House Series, in support of FilmAid International

WHAT: Charity IN-House screening of 'Un Coeur en Hiver', Introduced by Jeremy Irons

WHERE: The Electric Cinema, Portobello Road, London, W11 2ED

WHEN: Tuesday, 7th October 2008

WHY: All funds raised will be donated to FilmAid International

Geoffrey Kent, Chairman and Chief Executive Officer of luxury travel company, Abercrombie & Kent, and Katrina Pavlos, founder of the IN-House Series, joined forces with FilmAid International host a charity screening of 'Un Coeur en Hiver', introduced by Jeremy Irons.

Celebrating the launch of Abercrombie & Kent's 'Extreme Adventures', Geoffrey Kent kindly donated a \$15,000 A&K Extreme Adventure prize package, won by XXX XXX. The Extreme Adventure will see XXX XXX following the Trail of the Polar Bear as part of an extraordinary 9-day escorted tour, experiencing the pristine wilderness of the Nordic polar region.

Guests expected to attend include: Jeremy Irons, Georgie Thompson, Katy Saunders, Amber Aikens, Amanda Eliasch, Bella Freud, Amy Sacco & Andrew Lasseter, Luca Del Bono, Neil La Bute, Rita Konig & Nick Capstick-Dale and Alvin Valley.

Guests drank Belvedere Vodka Extreme Mules and Pink Polar cocktails, miniature fish & chips, shepherd's pie and gourmet Bangers & mash.

CALL TO ACTION: The Abercrombie & Kent and IN-House charity screening of 'Un Coeur en Hiver'

Notes to Editors:

The IN-House Series was founded by film producer Katrina Pavlos in 2008 to showcase important films introduced by world famous actors, film makers, designers and artists with an insider's point of view on new and old films. The impact of the series will be to greatly affect those in need through donations to FilmAid, and to celebrate the power of films to inspire.

FilmAid International uses the power of film and video to reach the world's most vulnerable communities with messages that inspire them, address their critical shared needs, and effect social change.

FilmAid serves individuals and communities suffering the effects of war, poverty, displacement and disaster. Through its film-based programming, FilmAid conveys crucial, lifesaving information on health and social issues. FilmAid screenings, workshops and filmmaking programs provide an innovative way of reaching broad audiences; overcoming literacy boundaries and empowering communities with messages that educate, entertain and inspire hope.