

Brave – special screening in the Highlands



“Brave” a ‘Highland coup’ for Eilean Donan Castle

Local children and parents have been invited to a special screening of Disney-Pixar’s Brave on 26 July 2012, a week before the film goes on general release in Scotland, thanks to a partnership between Screen Machine, VisitScotland and Creative Scotland. The beautiful setting of Eilean Donan castle will be the backdrop for this special screening of the new animated film which is set in Scotland, and which was premiered at the Edinburgh International Film Festival a couple of weeks ago.

Screen Machine is an 80-seat, air conditioned and 3D-ready mobile cinema which tours over 30 communities in the Highlands and Western Isles, bringing the latest films to remote and rural areas of Scotland.

Set in the rugged and mysterious Highlands of Scotland, Disney•Pixar’s “Brave” follows the heroic journey of Merida (voice of Kelly Macdonald), a skilled archer and headstrong daughter of King Fergus (voice of Billy Connolly) and Queen Elinor (voice of Emma Thompson). Determined to change her fate, Merida defies an age-old custom sacred to the unruly and uproarious lords of the land: massive Lord MacGuffin (voice of Kevin McKidd), surly Lord Macintosh (voice of Craig Ferguson) and cantankerous Lord Dingwall (voice of Robbie Coltrane), unleashing chaos in the kingdom. When she turns to an eccentric Witch (voice of Julie Walters), she is granted an ill-fated wish and the ensuing peril forces Merida to harness all of her resources – including her mischievous triplet brothers – to undo a beastly curse and discover the meaning of

true bravery.

Kenneth Fowler, Director of Communications, Creative Scotland, said:

“Being able to hold a special screening of a Disney•Pixar film at Eilean Donan, for the local community, is simply fantastic. Screen Machine is key to ensuring the wonders of cinema are available to the whole country, regardless of location, and it’s a real bonus that we are able to show the film before its nationwide release. It’s not often that rural Highland communities get to see films of this stature before everyone else!

“*Brave*” is set to be screened in 63 countries around the world and the film is brimming with Scottish talent, with the voices of Billy Connolly, Robbie Coltrane, Emma Thomson, Craig Ferguson and Kelly MacDonald. The buzz that the film and VisitScotland’s global marketing campaign has already created not only underlines the fact that Scotland is a place that inspires storytellers and filmmakers, but it’s also a great place to make films as well.”

Mike Cantlay, VisitScotland Chairman, said: “*Brave* is so much more than a movie. It is a once in a lifetime opportunity for Scottish tourism and one which, thanks to our marketing expertise, we are grasping with both hands. Working together, we’re aiming to generate £140m for Scotland. Merida asks the question “If you had the chance to change your fate, would you?” I believe with the support of the tourism industry and businesses across the country – we can!”

Iain MacColl, Screen Machine Senior Operator, said: “We’re delighted to be hosting this special screening of “*Brave*”, a film that’s not only hugely entertaining but which is set in the kind of Highland locations we regularly visit. We’ll follow Eilean Donan with summer screenings throughout the Highlands and Islands.”

Directed by Mark Andrews and Brenda Chapman, and produced by Katherine Sarafian, "Brave" is a grand adventure full of heart, memorable characters and signature Pixar humour. The film takes aim at UK cinemas in August 2012, and will be presented in Disney Digital 3D™ in select cinemas.

"Brave" is rated PG.. Find out more about "Brave," visit Disney.co.uk/Brave, like us on Facebook, facebook.com/PixarBrave, and follow us on Twitter, twitter.com/disneypixar.