

DINOSAURS on the loose in Edinburgh!



A Tyrannosaurus Rex has been on the rampage through Edinburgh – despite being extinct for the last 65 million years.

The aftermath of the mischievous carnivore's car-crushing antics caused bemusement among shoppers on Princes Street and Lothian Road earlier in the week until they realised it was, in fact, an advertising stunt promoting an IMAX 3D screening of Jurassic Park as part of the Edinburgh International Film Festival.

Ross Perth, who heads up marketing at EIFF, said:- "I wanted to come up with something that would really engage audiences, and it did. People were stopping and staring, wondering where these cars had come from. It's all about demonstrating the creativity of the Festival and capturing the public's imagination."

In 2007, Ross was behind a multi award-winning idea to transform the columns of the National Gallery in Princes Street into giant soup cans to mark the opening of an Andy Warhol exhibition.

☒ Mike Cantlay, Chairman of VisitScotland, said: "The Edinburgh International Film Festival is an important date

on Scotland's cultural calendar, attracting thousands of visitors from all over the world every year, and it is fantastic to see this kind of fun innovation being used to promote it."

The cars were returned to the scrap yard following the photo shoot.

The Edinburgh International Film Festival – the longest continually running film festival in the world – runs until Sunday. For a full programme of films and events, go to www.edfilmfest.org.uk