



NEWS RELEASE

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SPECIAL SCREENING OF '*THE LONGEST RIDE*' CELEBRATES WORLD INTELLECTUAL PROPERTY DAY IN VIETNAM

Singapore/Hanoi: On April 24, 2015, the U.S. Embassy in Hanoi, Motion Picture Association (MPA) and CGV jointly organized a special screening of movie *The Longest Ride* to celebrate World IP Day 2015. Nearly 160 representatives from the Vietnamese Government, universities and creative industries attended the screening with US Embassy representatives and executives from MPA and CGV.

World IP Day is an initiative of the World Intellectual Property Organization (WIPO) and has been celebrated annually on April 26 since its inception in 2001. The day provides a good opportunity around the world to reflect on the importance of human innovation and celebrate the important role that intellectual property plays in our daily lives.

Noting the importance of IPR, U.S. Ambassador Ted Osius, said, "Some people view piracy as a '*victimless crime*'. This is far from the truth. Our artists, investors, depend on us to help protect their creations. Otherwise, where is the motivation to invest time and energy in innovation? Strong IP protection is critical for Vietnamese filmmakers, musicians and other creative professionals to be successful. Strong IP protection is absolutely necessary to help Vietnam reach its full potential. Strengthening IP protection is a top priority of the Trans-Pacific Partnership Free Trade Agreement, protecting creativity and innovation through the region."

H.E. Vuong Duy Bien, Deputy Minister of Culture, Sports and Tourism, said, "Copyright and related rights are getting more and more important and significantly contribute to the development of all countries in all aspects including economic, cultural and social development. Copyright and related rights also contribute to the protection and inspiration to create, and stimulate human development and improvement."

Director Phan Dang Di, said, "Audiences might not be aware of the talent, imagination, and commitment it takes to work as a filmmaker or composer. Today is a perfect day to consider the huge effort that goes into making movies and television shows, and to celebrate the contribution that creativity makes to our culture, our society and our economy."

Artists Le Khanh and Xuan Bac echoed Phan Dang Di's observations on valuing the hard work of the creative community. They jointly called for public support to work together for creating a better environment for creativity to flourish in Vietnam.

“World IP Day is a good opportunity to renew our commitment and passion to continually strive to create the best environment for the next generation of creators, composers and filmmakers,” said Susan Lee, Director of Operations and Special Projects, Asia-Pacific, MPA.

The Longest Ride is an American romantic drama film directed by George Tillman, Jr. and written by Craig Bolotin. Based on Nicholas Sparks' novel of the same name, the film stars Scott Eastwood, Britt Robertson, Jack Huston, Oona Chaplin, Alan Alda, Melissa Benoist, and Lolita Davidovich.

See images from World IP Day events in Asia Pacific [here](#).

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About the MPA:

Promoting & Protecting Screen Communities in Asia Pacific

The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent the interests of the six international producers and distributors of filmed entertainment. To do so, they promote and protect the intellectual property rights of these companies and conduct public awareness programs to highlight to movie fans around the world the importance of content protection. These activities have helped to transform entire markets benefiting film and television industries in each country including foreign and local filmmakers alike.

The organizations act on behalf of the members of the Motion Picture Association of America, Inc (MPAA) which include; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. The MPA and the MPA-I have worldwide operations which are directed from their head offices in Los Angeles and Washington, D.C. and overseen in the Asia Pacific by a team based in Singapore. For more information about the MPA and the MPA-I, please visit www.mpa-i.org.

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