

AACTA Media Release Sunday 19 October 2014

BUBBLES FLOW AS THE AUSTRALIAN ACADEMY WELCOMES PIPER-HEIDSIECK

The Australian Academy of Cinema and Television Arts (AACTA) today announced that Champagne House Piper-Heidsieck will become the “Official Champagne Partner” of the 4th AACTA Awards, to be held in Sydney in January 2015.

Piper-Heidsieck, founded in 1785, is one of the oldest Champagne houses, and has been a long-time supporter of the film industry, having this year celebrated its 21st year as the official champagne supplier of the Cannes Film Festival.

AACTA Prez Geoffrey Rush raised his champagne flute to the partnership earlier this week and said: “The Australian Academy is thrilled to welcome Piper-Heidsieck as the champagne to toast Australia’s finest screen practitioners. For our 4th AACTA Awards in Sydney, we again have a slate of films from our industry truly worth celebrating. We couldn’t ask for a more fitting alignment than with a company that has enjoyed such a rich affiliation with cinema, spanning back to the early 1930s.

“The glamorous Marilyn Monroe was said to wake up to a glass of Piper-Heidsieck every day ; well, I think our irrepresible output deserves to drain a bottle or two at least,” Rush quipped. “The country has an unstoppable creative urge!”

France-based Piper-Heidsieck Managing Director, Robert Remnant, said, “Champagne Piper-Heidsieck is delighted to extend its long, international association with the cinema by entering into this important partnership with the AACTAs.”

“Our ongoing collaboration in France with the Cannes Film Festival is now into its third decade and we would love to think that this might be the first step in a similarly enduring and rewarding journey in Australia.”

AFI | AACTA CEO Damian Trewhella said, “We are truly excited to work with the talented Piper-Heidsieck team to deliver an association with Australia’s best local and international film and television performers and practitioners. Our brand represents creative achievement, success, style and glamour – just like Piper-Heidsieck.”

The AACTA Awards will be presented at two major events in Sydney - the AACTA Awards Luncheon presented by Deluxe (January 27, 2015), and the AACTA Awards Ceremony (January 29, 2015). These events will take place as part of AFI | AACTA ScreenWeek (Sydney, 26 - 29 January 2015). The AACTA Awards Ceremony will also be broadcast on Network Ten, 8:30pm January 29, 2015.

The AACTA Awards are proudly supported by the New South Wales Government, through its tourism and major events agency, Destination NSW.

Ends

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COUNTDOWN TO THE AACTA AWARDS | SYDNEY 2015

The Australian Academy of Cinema and Television Arts celebrates screen excellence throughout the year culminating in two major events in Sydney, home of the AACTA Awards, during January. The AACTA Awards Luncheon presented by Deluxe and the AACTA Awards Ceremony and Official After Party are proudly supported by the NSW Government, through its tourism and major events agency Destination NSW, and are a key creative industries event on the NSW Events Calendar. The 4th AACTA Awards will see the introduction of AFI | AACTA ScreenWeek in Sydney, comprising a series of 'Meet the Makers' events with nominees across screen crafts, complementing the major AACTA Awards events.

The 4th AACTA Awards follow three highly successful Awards seasons since the launch of AACTA by the Australian Film Institute (AFI) in 2011.

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Nikstar | Niki White T: +61 (0) 403 176 988 E: niki@nikstar.com.au

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