



**PRESS RELEASE: For immediate release on 31 March 2016**

## **ODEON and Mind partner to raise money and awareness for mental health services**

ODEON Cinemas are proud to announce a new partnership with Mind, the mental health charity, as the company's principal charity partner. The initial two year-long partnership will see fundraising activities taking place in cinemas across the UK and Ireland and money raised will be used to support Mind's work.

Teams at ODEON, Europe's leading cinema operator, are aiming to raise over £100,000 in the first year by holding themed events, participating in various sporting activities, treks and challenge events in support of the partnership.

Mind was chosen following a vote among all 5,000 people who work at ODEON in the UK and Ireland, in which Mind was selected as the clear favourite. In the last eight years ODEON teams have raised over £1 million for partner charities including the NSPCC and Variety.

Mind provides advice and support to empower anyone experiencing a mental health problem. Money raised during the partnership will fund the charity's work including the Mind Infoline as well as campaigning to secure a better deal for everybody who experiences a mental health problem.

Duncan Reynolds, UK & Ireland Managing Director at ODEON said: "Mind were the clear winner when we asked our colleagues who they would like to partner with, and we're very excited to be supporting their essential work. We have a long tradition of fundraising at ODEON, and look forward to breaking our previous records. We think we can also use our unique position in communities across the UK to raise awareness of mental health issues as well as raising funds."

Paul Farmer, Mind's Chief Executive, said: "We're thrilled ODEON has chosen to stand with Mind, and are very excited about the difference we can make to the lives of people with mental health problems.

"Whether it's through fundraising or by ODEON colleagues giving pro-bono support, the money raised throughout the partnership will enable Mind to be there for anyone experiencing a mental health problem, when they need us."



The charity partnership follows special charity screenings of Mrs Doubtfire in 2014, in memory of Hollywood actor Robin Williams. The screenings, at 12 cinemas, raised over £3,000 with all ticket sales donated to Mind.

-ENDS-

### **Notes to Editors:**

- For more information about Mind, images and case studies please contact the Mind media team on T: 020 8522 1743, M: 07850 788514, E: [media@mind.org.uk](mailto:media@mind.org.uk)
- For more information about ODEON, please contact Mischief PR on T: 020 3128 6600, E: [odeon@mischiefpr.com](mailto:odeon@mischiefpr.com)

### **About ODEON**

- With over 80 years of cinema experience, ODEON Cinemas are the number one cinema chain in the UK & Ireland, operating 945 screens in 120 sites.
- In 2015 ODEON's Corporate Responsibility (CR) initiatives were relaunched, adding a new centralised committee and a new strategy called "Doing the right thing". It sets out clear priorities which coordinate responsible business practice and strong governance.

### **About Mind:**

- Mind, the mental health charity provide advice and support to empower anyone experiencing a mental health problem. They campaign to improve services, raise awareness and promote understanding and won't give up until everyone experiencing a mental health problem gets both support and respect. [www.mind.org.uk](http://www.mind.org.uk)
- Please note that Mind is not an acronym and should be set in title case.
- Mind has a confidential information and support line, Mind Infoline, available on 0300 123 3393 (lines open 9am - 6pm, Monday – Friday)
- Please contact the Mind Media Team for interviews or further information on 02085221743. For out of hours support please call 07850788514 or email the media team on [media@mind.org.uk](mailto:media@mind.org.uk).
- For access to a range of free images to accompany mental health news stories please visit: <http://www.time-to-change.org.uk/getthepicture>. These images have been developed by the anti-stigma campaign Time to Change, run by the charities Mind and Rethink Mental Illness, and funded by the Department of Health, Comic Relief and the Big Lottery Fund.