



**FOR IMMEDIATE RELEASE**

**275,000 STUDENTS RECEIVE FREE TICKETS TO ACADEMY AWARD®-NOMINATED “SELMA”**

**LOS ANGELES IS ONE OF 12 NEW CITIES TO JOIN THE MOVEMENT**

**“SELMA” IS NOMINATED FOR AN ACADEMY AWARD® FOR BEST PICTURE AND BEST ORIGINAL SONG FOR “GLORY” BY COMMON & JOHN LEGEND**

HOLLYWOOD, CA (January 16, 2015) – Los Angeles has joined the growing movement led by African-American business leaders to raise funds for students across the country to see the Academy Award®-nominated film “SELMA,” expanding the first-of-its-kind campaign to 25 locations nationwide.

Due to the generous contributions by so many of the country’s most prominent African-American business leaders, more than 275,000 middle and high school students across the U.S. will experience the critically acclaimed film for free at participating theaters while supplies last.

The African-American business leaders contributing to the Los Angeles effort are:

- Anonymous
- Debra Martin Chase, CEO, Martin Chase Productions
- Baron Davis, 2-Time NBA All-Star, Emmy nominated producer
- John Green, VP and Associate General Counsel, DIRECTV
- Robert Jon Hendricks, Partner, Morgan, Lewis & Bockius LLP
- T. Warren Jackson, Senior Vice President, Associate General Counsel and Chief Ethics Officer, DIRECTV, and Jacqueline Phillips-Jackson, DGA Member
- Debra Johnson, Chief Operating Officer, Metropolis IX
- Charles King, CEO/Founder, MACRO
- Mattie Lawson, President, The MML Group
- Norman & Lyn Lear, The Lear Family Foundation
- Duane Lyons, Partner, Quinn Emanuel Urquhart & Sullivan, LLP
- Dale Mason Cochran, President, Concourse Ventures, Inc.

- Dr. Accie Mitchell and Gloria Mitchell
- Tendo Nagenda, Senior Vice President, Production, The Walt Disney Studios
- Dr. Bob Ross, California Endowment
- Nina Shaw, Partner, Del Shaw Moonves Tanaka Finkelstein & Lezcano
- Janine Sherman Barrois, Executive Producer, “Criminal Minds”

“We are proud to be a part of this extraordinary effort to bring this poignant and timeless American story to the diverse students of Los Angeles,” said Debra Martin Chase, CEO, Martin Chase Productions and T. Warren Jackson, Senior Vice President, Associate General Counsel and Chief Ethics Officer, DIRECTV, who organized the efforts in Los Angeles.

“It’s important that the civil rights struggle depicted in ‘SELMA’ reach as many young people as possible so that the enduring lessons of the civil rights movement can be harnessed to inspire them to transform their lives and communities. We appreciate the support of the California Endowment, and have enlisted the Constitutional Rights Foundation to work with the schools in creating a broader educational program to insure just that,” said Jackson.

Added Martin Chase, “As a filmmaker, I recognize the transformative power of film; that’s why the overwhelming response to the ‘SELMA’ initiative here in Los Angeles and across the nation is so heartening. It’s a reminder of the importance of voting and civics engagement and demonstrates how anything can be accomplished through creativity and collective effort.”

The participating Los Angeles theaters are:

AMC Burbank 16	Burbank
AMC Del Amo 18	Torrance
Cinemark 18 & XD	Westchester
Cinemark Baldwin Hills Crenshaw Plaza 15 & Xtreme	Los Angeles
Edwards Long Beach Stadium 26 & IMAX	Long Beach
Pacific Lakewood 16	Lakewood
Pacific Winnetka 21	Chatsworth
Regal LA Live Stadium 14	Los Angeles

The 12 new locations joining the movement are Atlanta, Austin, Baltimore, Central Florida/Orlando, Connecticut, Detroit, Los Angeles, Memphis, Miami, Montgomery, Raleigh, Durham and Chapel Hill, and St. Louis. They follow the lead of those in Boston, Chicago, Dallas, Nashville, New Jersey, New Orleans, New York, Oakland/San Francisco Bay Area, Philadelphia, San Francisco, Sarasota, FL, Washington D.C. and Westchester.

“This was an important opportunity to educate our children about the heroes of the civil rights movement and keep an important legacy intact. I am proud that our community seized the moment,” said Fletcher “Flash” Wiley, Counsel, Morgan, Lewis & Bockius LLP, who organized the efforts in Boston.

The nationwide efforts are inspired by the success of the program in New York City, in which 27 African-American business leaders created a fund for 27,000 of the city's 7<sup>th</sup>, 8<sup>th</sup> and 9<sup>th</sup> grade students to see the film for free. Due to the overwhelming demand, the New York City effort sold out in the very first weekend and was expanded to 75,000 tickets.

Viacom's Paramount Pictures, which is distributing "SELMA," is coordinating the programs with participating theaters in the U.S. For a list of participating theaters in select cities offering free admission to students during this program and for information on group sales, visit [www.SelmaMovie.com/studenttickets](http://www.SelmaMovie.com/studenttickets)

The students who present a current student ID or report card at the box office of any participating theater will receive free admission while tickets last.

To help get the word out about the program, tweet using the hashtag #SelmaForStudents.

Directed by DuVernay and starring David Oyelowo as Martin Luther King Jr., "SELMA" is nominated for Academy Awards® for Best Picture and Best Original Song for "Glory" by Common & John Legend. The film earned a Golden Globe Award for Best Song for "Glory" and was nominated for Best Picture, Best Actor and Best Director.

Paramount Pictures, Pathé, and Harpo Films present "SELMA." Produced by Christian Colson, Dede Gardner, Jeremy Kleiner, Oprah Winfrey, the film is executive produced by Brad Pitt, Cameron McCracken, Diarmuid McKeown, Nik Bower, Ava DuVernay, Paul Ganes and Nan Morales. The film is written by Paul Webb. "SELMA" is directed by Ava DuVernay.

"SELMA" is the story of a movement. The film chronicles the tumultuous three-month period in 1965, when Dr. Martin Luther King, Jr. led a dangerous campaign to secure equal voting rights in the face of violent opposition. The epic march from Selma to Montgomery culminated in President Johnson (Tom Wilkinson) signing the Voting Rights Act of 1965, one of the most significant victories for the civil rights movement. Director Ava DuVernay's "SELMA" tells the story of how the revered leader and visionary Dr. Martin Luther King Jr. (David Oyelowo) and his brothers and sisters in the movement prompted change that forever altered history. The film also stars Tom Wilkinson, Cuba Gooding Jr., Alessandro Nivola, Giovanni Ribisi, Common, Carmen Ejogo, Lorraine Toussaint, with Tim Roth and Oprah Winfrey as "Annie Lee Cooper."

"SELMA" is playing in theaters nationwide. To learn more about the film, go to <http://www.selmamovie.com>

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**About Paramount Pictures Corporation**

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NASDAQ: VIAB, VIA), a leading content company with prominent and respected film, television and digital entertainment brands. Paramount controls a collection of some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, Paramount Television, Paramount Vantage, Paramount Classics, Insurge Pictures, MTV Films, and Nickelodeon Movies. PPC operations also include Paramount Home Media Distribution, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

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