

## **New York Business Leaders To Bring Paramount Pictures' "SELMA" to 27,000 7th, 8th And 9th Grade Students In New York City When It Opens January 9th**

### **The 27 African-American Leaders Created A Fund For 27,000 Students To See The Film For Free At Participating New York Theaters**

HOLLYWOOD, Calif., Jan. 7, 2015 /PRNewswire/ -- Paramount Pictures announced today that it will partner with African-American business leaders in New York City to offer free admission to the Golden Globe-nominated film "SELMA," from director Ava DuVernay, to 7<sup>th</sup>, 8<sup>th</sup> and 9<sup>th</sup> grade students in New York City.

Inspired by the film's message of resilience and hope and its historical significance, 27 African-American leaders in the New York business community have come together to create a fund that will allow the city's 7<sup>th</sup>, 8<sup>th</sup> and 9<sup>th</sup> grade students to see "SELMA" for free at participating theaters. The students will provide a student ID or report card at any of the New York City locations for free admittance. The effort will begin at 7:00 p.m. on January 8<sup>th</sup> and run through January 19<sup>th</sup> (Martin Luther King, Jr. Day) or while tickets last.

Those contributing to the fund are:

Amsale Abera and Neil Brown, Owners of The Amsale Group  
Gerald Adolph, Senior Partner, Booz & Company and Gwen Adolph  
Ursula Burns, Chairman and CEO, Xerox and Lloyd Bean  
Valentino D. Carlotti, Partner, Goldman Sachs Group  
Ken Chenault, Chairman and CEO, American Express and Kathryn Chenault  
Tony Coles, former CEO, Onyx Pharmaceuticals and Robyn Coles  
Edith Cooper, Executive Vice President, Global Head of Human Capital Management, Goldman Sachs Group and Robert Taylor  
Roger W. Ferguson, Jr., President and CEO, TIAA-CREF and Annette L. Nazareth  
Bruce Gordon, Chairman, ADT, former CEO NAACP and Tawana Tibbs  
Charles J. Hamilton, Jr., Senior Counsel, Windels Marx Lane & Mittendorf LLP and Pamela G. Carlton, President, Springboard  
Vernon Jordan, Senior Managing Director at Lazard and Ann Dibble Jordan  
Debra Lee, Chairman and CEO of BET Networks  
Bill Lewis, Co-Chairman of Investment Banking, Lazard and Carol Sutton Lewis  
Ed Lewis, founder of Essence Magazine and Carolyn Lewis  
Tracy Maitland, CEO and Founder, Advent Capital Management and Kimberly Hatchett  
Ray McGuire, Head of Global Banking, Citigroup and Crystal McCrary  
Scott Mills, Executive Vice President, Human Resources and Administration, Viacom and Iva Mills  
Adebayo Ogunlesi, CEO, Global Infrastructure Partners, Lead Director, Goldman Sachs and Dr. Amelia Quist-Ogunlesi  
Richard Parsons, Senior Advisor, Providence Equity Partners and Laura Parsons  
Charles Phillips, CEO, Infor, Viacom Director and Karen Phillips  
Jonelle Procope, President, Apollo Theater and Fred Terrell, Vice Chairman of Investment Banking, Credit Suisse  
Tamara Harris Robinson, CEO, Haramat Advisory Services  
Marva Smalls, Executive Vice President, Global Inclusion Strategy, Viacom  
Frank Thomas, The Study Group  
John Utendahl, Vice Chairman, Deutsche Bank Americas  
Reginald Van Lee, Executive Vice President, Booz Allen  
Ted Wells, Partner, Paul, Weiss, Rifkind, Wharton & Garrison and Nina Wells

"Martin Luther King, Jr.'s momentous journey in Alabama is an important piece of American history," said Bill Lewis, Co-Chairman of Investment Banking, Lazard. "We are passionate about bringing this story to New York City's students and we encourage business leaders in other cities to organize similar programs so that more students around the country have the chance to see this powerful film about an epic chapter in American history."

"Paramount is honored to partner with New York City's deeply esteemed business men and women to give students in New York the opportunity to experience Ava DuVernay's beautiful and moving masterpiece," said Brad Grey, Chairman and CEO of Paramount Pictures.

Commented Sherrilyn Ifill, President and Director-Counsel of the NAACP Legal Defense and Educational Fund, the organization that litigated to obtain the right to march in Selma, "We are thankful for the generous support and leadership of the New York business community and Paramount Pictures in helping deliver 'SELMA' and Dr. King's message to our future leaders."

Darren Walker, President, Ford Foundation stated "This coordinated effort from the New York business community demonstrates a commitment to education and the children of New York City. 'SELMA' is the right catalyst for this prominent group and it's a model worth building on."

A growing list of leading New York City institutions are supporting this project by communicating this plan and hosting screenings and discussions, including Harlem Children's Zone, Abyssinian Baptist Church, Carver Bank, the Apollo Theater, KIPP Schools, Harlem School of the Arts and The New York Public Library.

"We thank the great organizations that quickly agreed to join this effort," said Charles Phillips, CEO, Infor and Viacom Director. "'SELMA' is timely, thought-provoking art about a transformative period in our country and a story that speaks to generations."

The participating New York City theaters are:

UA Kaufman Astoria Cinemas 14	Astoria
AMC Bay Plaza Cinema 13	Bronx
Concourse Plaza Multiplex 10	Bronx
Alpine Cinemas 8	Brooklyn
Bam Harvey Theater	Brooklyn
Cobble Hill Cinemas 5	Brooklyn
Linden Boulevard Multiplex Cinemas 14	Brooklyn
The Pavilion Theater	Brooklyn
UA Court Street 12	Brooklyn
UA Sheepshead Bay Stadium 14	Brooklyn
Williamsburg Cinemas 7	Brooklyn
Movieworld Cinemas 7	Douglaston
AMC Fresh Meadows 7	Fresh Meadows
UA Midway Stadium 9	Forest Hills
Regal Atlas Park Stadium 8	Glendale
Jamaica Multiplex Cinemas 15	Jamaica
AMC Loews 34th Street 14	New York
AMC Loews Kips Bay 15	New York
AMC Loews Lincoln Square 13	New York
AMC Empire 25	New York
AMC Magic Johnson Harlem 9	New York
Bow Tie Chelsea Cinemas 9	New York
City Cinemas East 86th Street Cinema	New York
Regal Battery Park Stadium 11	New York
Regal Union Square Stadium 14	New York
UA Staten Island Stadium 16	Staten Island
College Point Multiplex Cinemas 12	Whitestone

To reserve 25 or more student tickets during this program, please visit [www.SelmaMovie.com/nyc](http://www.SelmaMovie.com/nyc) while tickets last.

Directed by DuVernay and starring David Oyelowo as Martin Luther King Jr., "SELMA" has been nominated for four Golden Globes: Best Picture, Best Actor, Best Director and Best Song ("Glory" by Common and John Legend).

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."

Paramount Pictures, Pathe, 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.

Currently open in select cities, "SELMA" opens in theaters nationwide on January 9<sup>th</sup>, 2015. To learn more about the film, go to [www.selmamovie.com](http://www.selmamovie.com)

**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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