



Language: English **Audio Format:** 5.1 Stereo
SRP: US \$24.95, \$29.95 CAN **Length:** 115 m
Color/ B&W: Color **Widescreen:** Yes

Units per Carton: 30 **Year:** 2009
Format: Single **Packaging:**
Amaray
Genre: Music, Biography

Cat: NNVG237300
UPC: 7-67685-23730-4
ISBN: 1-4229-1116-0

Director: Mat Whitecross
Writer: Paul Viragh
Cast: Andy Serkis (*Lord Of The Rings*), Ray Winstone (*The Departed*), Olivia Williams (*An Education*), Naomie Harris (*Pirates of the Caribbean*), Mackenzie Crook (*Pirates of the Caribbean*)

sex&drugs&rock&roll

The Crazy Heart of British Punk Rock

Synopsis:

A portrait of British punk rock pioneer Ian Dury, who was stricken with polio at a young age and defied expectations by becoming a founder of the punk-rock scene in Britain in the 1970s.

Trailer > <http://www.sex-drugs-rock-roll-the-film.com/trailer/>

- Cast includes Andy Serkis (*Lord of the Rings*) in an acclaimed performance, Ray Winstone (*The Departed*), Olivia Williams (*An Education*), Naomie Harris (*Pirates of the Caribbean*), Mackenzie Crook (*Pirates of the Caribbean*). From the director of *The Road to Guantánamo*.
- Received 2 BAFTA nominations (Best Music, Best Leading Actor), a British Independent Film Award nomination (Best Actor) and 2 London Critics Circle Film Award Nominations (British Actor of the Year, Young British Performer of the Year).
- Dury was the frontman and founder of the influential New Wave band Ian Dury and the Blockheads, whose hit singles have become well-known phrases like "Reasons to be cheerful" and "Sex, drugs, and rock & roll."
- Online media campaign (23MM impressions) to support DVD release.
- Grassroots marketing to interest groups, including music and comic book stores, polio & disability groups, and *Lord of the Rings* fan clubs. Social media outreach to fans of punk rock and Andy Serkis. PR campaign to leverage access to key talent.

Reviews:

"You don't need to be a fan of Dury's music to enjoy 'Sex & Drugs...'. This is just gorgeous, celebratory cinema, unfettered and courageous...much like the man himself." —*Time Out*

"It's an energetic and vivacious film that will appeal to fans of punk rock worldwide and should find its place in the pantheon of great music-film biographies." —*Hollywood Reporter*