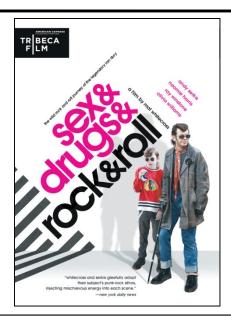
Preorder: 12/14Release: 01/25





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

Year: 2009

Packaging:

Units per Carton: 30 Format: Single

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-thefilm.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*