



## **INTERNATIONAL MUSIC SENSATION HILLSONG UNITED BRINGS EXCLUSIVE ONE-NIGHT CINEMA EVENT FEATURING LIVE MUSICAL PERFORMANCE TO U.S. MOVIE THEATERS NATIONWIDE**

***NCM Fathom and Different Drummer Present Evening of Entertainment  
Hosted LIVE from Australia to 440 Select Movie Theaters on November 4<sup>th</sup>***

Centennial, Colo. – Sept. 22, 2009 – International Christian music sensation Hillsong United makes its U.S. big screen debut featuring their inspirational “The I Heart Revolution” project in [Hillsong United: We’re All In This Together](#) special in-theater event on Wednesday, Nov. 4<sup>th</sup> at 7:30 p.m. EST / 6:30 p.m. CST / 5:30 p.m. MST and 8:00 p.m. PST (tape delay). Hosted LIVE from Australia, this one-night exclusive event includes a LIVE performance by the internationally recognized band followed by their documentary, “The I Heart Revolution: We’re All In This Together.” Audiences in movie theaters nationwide are invited to join Hillsong United in their cross-cultural journey through six continents, 42 nations and 93 cities where they encountered people of faith addressing human slavery, child soldiers, displaced refugees, extreme poverty and other global concerns.

Tickets to [Hillsong United: We’re All In This Together](#) event are available at participating theater box offices and online at [www.FathomEvents.com](http://www.FathomEvents.com). For a complete list of theater locations and prices, please visit the web site (*theaters and participants may be subject to change*).

Presented by NCM Fathom and Different Drummer, this unique event will feature a LIVE introduction by lead singer Joel Houston, followed by a performance from Hillsong

United LIVE from their home church in Sydney and conclude with the debut of their cause-based documentary "The I Heart Revolution: We're All In This Together." Filmed over two years, the documentary follows the band as they are confronted by the stories of remarkable individuals facing injustice and hardships around the globe. [Hillsong United: We're All In This Together](#) will inspire audiences in 440 movie theaters nationwide during this one night event to join the tens of thousands who are changing the world by putting their faith into action.

"It's a story made up of many stories, told by many voices, no individual voice any more or any less important than any other, yet every voice working together to ultimately tell the ONE story - a story that involves everyone; that captures our collective and idiosyncratic purpose in one. Part documentary, part apologetic, part call to action," said Joel Houston, Hillsong United member.

"The I Heart Revolution: We're All in This Together" documentary is the second of the three-part "The I Heart Revolution" project – a movement of people helping people. The first installment, launched last year as a CD+DVD; *"With Hearts as One,"* captured the sound of Hillsong United's collective worship and their passion toward Christ. IHeart.org, an online community with the sole purpose of offline action of sharing ideas and inspiring users to be part of the solution by transforming local initiatives into a collaborative global impact, is the third and final part of the project.

"We are proud to partner with NCM Fathom in bringing premiere content to audiences," said Erik Lokkesmoe, principal at Different Drummer. "People from all walks of life will come together on November 4 to encounter astonishing stories of courage and compassion around the globe. This night reflects the head-snapping shift happening around the world – a call to serve those in need, wherever you are with whatever you have."

Hillsong United began in Sydney, Australia as the youth movement in Hillsong Church. Over a decade later, the band travels globally with a message of justice to raise awareness about poverty, natural disaster relief, equality, human rights and health

issues affecting the world. While firmly anchored in their local church, Hillsong United has had the privilege of taking the spirit, hunger and sound of their local youth ministry to a global audience through their albums, worship tours and Encounter conferences.

More than 200 young people are directly involved creatively as musicians, vocalists, production techs, artists and designers with Hillsong United, including worship leaders and songwriters Joel Houston, Reuben Morgan and Marty Sampson. Known for their passionate lyrics and mainstream rock style of praise and worship, Hillsong United has catapulted to top-selling status, earning Gospel Music Association's International Award in 2007 and reaching No. 1 on the USA Billboard chart in the Christian category twice.

**[Hillsong United: We're All In This Together](#)** appears on the big screen in high-definition with Cinema Surround Sound in select AMC Entertainment Inc., Celebration! Cinema, Cinemark USA Inc., Clearview Cinemas, Cobb Theatres, Goodrich Quality Theaters, Hollywood Theaters, Kerasotes Showplace Theatres, Marcus Theatres, National Amusements and Regal Entertainment Group movie theaters, as well as Arlington Theatre (Santa Barbara, CA), the Palace Cinema 9 (South Burlington, VT) and Penn Cinema (Lititz, PA), through NCM's exclusive Digital Broadcast Network.

"Fathom is committed to offering unique in-theater programming through our media network that transforms theaters into a new type of community entertainment center," said Dan Diamond, vice president of NCM Fathom. "***Hillsong United: We're All In This Together*** and its community focus through an evening of entertainment promises to inspire and motivate audiences in local theaters nationwide."

#### **About National CineMedia**

National CineMedia (NCM) LLC operates the largest digital in-theater network in North America through long-term agreements with its founding members, AMC Entertainment Inc., Cinemark Holdings, Inc. (NYSE: CNK) and Regal Entertainment Group (NYSE: RGC), the three largest theater operators in the U.S., and through multi-year agreements with several other theater operators. NCM LLC produces and distributes its FirstLook pre feature program; cinema, lobby, and online advertising products; comprehensive meeting and event services and other entertainment programming content. NCM LLC's national network includes approximately 16,800 screens of which approximately 15,600 are part of the company's Digital Content Network (DCN). NCM LLC's network covers 171 Designated Market Areas(R) (49 of the top 50). During 2008, approximately 660 million patrons attended movies shown in theaters currently included in the network (excluding Consolidated

Theatres). National CineMedia, Inc. (NASDAQ: NCMI) owns a 41.5% interest in and is the managing member of NCM LLC. For additional information, visit [www.ncm.com](http://www.ncm.com).

### **About A Different Drummer**

Different Drummer is an audience mobilization and marketing agency specializing in entertainment campaigns that move audiences from awareness to action to attendance. Launched in 2008 by experienced executives, Different Drummer offers clients an entirely new approach for mobilizing audiences. High-tech. High-touch. Fast-breaking. From MySpace to Universal Pictures, Mitch Albom to the Jonas Brothers, Walt Disney Motion Pictures to indie docs, Different Drummer delivers measurable results – offering unrivaled access to influencers and organizations, first-to-market fan mobilization technology, results-driven publicity, innovative distribution strategies, grassroots regional reps, and total outreach campaigns to specialty audiences.

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