BAFTA Announces Audi As Nominees' Party Co-Host

Monday 26 January, 2015

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Kensington Palace confirmed as venue for pre-EE British Academy Film Awards event.

London, 26 January 2015: The British Academy of Film and Television Arts has today announced that, for the first time, the Nominees' Party for the EE British Academy Film Awards will be co-hosted by Audi and held at Kensington Palace in London. The event takes place on Saturday 7 February, the night before the Awards.

Audi extends its partnership with BAFTA, having supported the Awards as Official Car partner for the past 15 years.

Amanda Berry OBE, Chief Executive of BAFTA, said: "Audi continues to be the most fantastic partner to BAFTA, and I am absolutely thrilled it is co-hosting next month's Nominees' Party. We look forward to welcoming the nominees to Kensington Palace, a unique, iconic location and the perfect venue for an event that recognises some truly amazing people. The BAFTA Audi party is an opportunity for all the nominees to come together to celebrate a remarkable year in film. Audi believes in supporting truly great talent in the creative industries; it supports BAFTA year round, too, across so much of our charitable activity including our new talent schemes."

André Konsbruck, Director of Audi UK, said: "We are very proud to have broadened our well-established collaboration with BAFTA by adding this exciting new occasion to the movie calendar. Audi has been working closely with BAFTA for 15 years as its official car partner; we have become synonymous with the Film Awards, this most prestigious of ceremonies. We are now connecting even more intimately with the movie world and its incredible talent. It's a natural fit for the progressive 'Vorsprung durch Technik' brand to be associated in this way with such world class creative."

The EE British Academy Film Awards take place on Sunday 8 February at The Royal Opera House in London's Covent Garden.

The nominations for the EE British Academy Film Awards were announced on Friday 9 January at BAFTA 195 Piccadilly. More information is available at www.bafta.org/film.

The ceremony will be hosted by Stephen Fry for the 10th time and will be broadcast exclusively on BBC One and BBC One HD, preceded by a red carpet show on BBC. The ceremony is also broadcast in all major territories around the world. On the night, www.bafta.org will feature red carpet highlights, photography and winners interviews, as well as dedicated coverage on its social networks including Facebook (/BAFTA), Twitter (@BAFTA / #EEBAFTAs), Tumblr and Instagram.

About BAFTA

The British Academy of Film and Television Arts is an independent charity that supports, develops and promotes the art forms of the moving image by identifying and rewarding excellence, inspiring practitioners and benefiting the public. In addition to its Awards ceremonies, BAFTA has a year-round Learning & Events programme that offers unique access to some of the world's most inspiring talent through workshops, masterclasses, lectures, scholarships and mentoring schemes, connecting with audiences of all ages and backgrounds across the UK, Los Angeles and New York. BAFTA relies on income from membership subscriptions, individual donations, trusts, foundations and corporate partnerships to support its ongoing outreach work. For further information, visit www.bafta.org and www.bafta.org/guru.

About Audi

In 2014 Audi achieved best ever worldwide sales of 1,741,100 cars, a 10.5 per cent improvement over 2013. Sales in the UK increased by 11.8 per cent year-on-year to 158,829 cars. To maintain this strong performance the brand plans to invest around €24 billion between now and 2019, 70 per cent of which will be channelled into new model development and innovative technologies. Audi lives up to its corporate responsibility and has strategically established the principle of sustainability for its products and processes. The long-term goal is CO2-neutral mobility. This philosophy also applies to the brand's sports car racing activities, in which Audi made history in 2012 by winning the Le Mans 24-hour race using pioneering hybrid diesel technology in the R18 e-tron quattro. It went on to repeat the performance in the 2013 and 2014 races, taking the total number of Audi victories there to 13.

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