

Press Release 1 December 2009

HOLLYWOOD STAR BECOMES AMBASSADOR FOR GLASGOW FILM OFFICE

Scottish actor Gerard Butler, currently one of the biggest names in Hollywood, has become an ambassador for Glasgow Film Office.

Gerard Butler, the new Ambassador for Glasgow Film Office (www.glasgowfilm.com) will on 1 December help launch the Glasgow Film Partnership - a new initiative which will make the process of filming on location in Glasgow as simple as possible.

The Glasgow Film Partnership is a multi-agency collaboration between key organisations* in Glasgow and the city's creative industries. Each of the organisations involved has a nominated member of staff who will deal with filming requests and will operate a transparent filming application process. The partnership has the goal of demonstrating that Glasgow is a film friendly city and will highlight an immediate, recognizable show of support for those wanting to film in the city.

Having grown up in and around Glasgow and having worked on local film *Dear Frankie*, Gerard Butler was the perfect choice to help promote Glasgow Film Office. His international status as a Hollywood A-lister will unquestionably bring GFO to prominence within the global film industry. In a period of increased competition it is imperative that Glasgow raises the bar and informs the world about its achievements.

Gerard Butler said: "I'm very honoured to be asked to be Glasgow Film Office's ambassador, anything I can do to support the local film and television industry is worthwhile. I wish Glasgow Film Office every success in the launch of the Glasgow Film Partnership and hope the benefits of this new initiative will lead to increased production in the city very soon."

Councillor George Ryan, Executive Member for Business and the Economy at Glasgow City Council, said: "I am delighted that an actor of such global renown as Gerard Butler has lent his support to Glasgow Film Office, and this can only help our efforts to attract even more film and broadcast activity to Glasgow in the future through the Glasgow Film Partnership launched today."

Jennifer Reynolds, Film Commissioner for Glasgow Film Office commented: "I am absolutely thrilled that Gerard Butler has agreed to become our ambassador. His profile helps lend credibility to Glasgow and combined with his support for our office, he will help to publicise Glasgow within the film industry. He shares with Glasgow Film Office a strong passion for raising the profile of the city and we look forward to future collaborations and opportunities to promote Glasgow together."

Glasgow is the centre of the film and television production industry in Scotland,

contributing nearly £18million directly to the city economy in 2008. Glasgow Film Office (GFO), the film commission for the City of Glasgow, works closely with council departments, Strathclyde Police and productions to ensure that all filming activity occurs with the minimum impact on the everyday life of citizens and businesses of Glasgow while delivering the maximum economic impact.

Since its inception Glasgow Film Office has supported a host of award-winning British films from Andrea Arnold's critically acclaimed *Red Road* to numerous Ken Loach productions. On top of this GFO has attracted large scale international productions to the city from feature films like *House of Mirth* and *Doomsday* to high profile adverts for global companies like Sony and Vodafone.

In the past 12 months alone GFO has assisted 15 high impact productions including David MacKenzie's forthcoming feature film '*The Last Word*' starring Ewan McGregor, BBC's new six part drama series '*Lip Service*' and old favourites such as *Rab C. Nesbitt*, all of these productions required a great deal of city co-operation because of the large amount of location filming.

The majority of film and TV production in Glasgow relies on the use of Glasgow's public and private locations. A great deal of time and energy is spent scouting and securing suitable locations for filming and while GFO can help productions with the initial suggestions of potential locations, the use of each individual location is negotiated with its owner. The Glasgow Film Partnership is intended to promote Glasgow's 'film-friendly' reputation by ensuring a network of co-operation and support from all signatories and follows in the Team Glasgow approach to help strengthen Glasgow's competitive position in the global marketplace.