



NEWS RELEASE

18 September 2020

Mallard brings essence of the Sure Big Screen indoors

More than 150 islanders enjoyed the Sure 'Indoor' Big Screen earlier this month, which replaced the annual outdoor Cobo event for this year only. The free ticketed event was held at the Mallard Cinema on Friday 4 and Saturday 5 September 2020 and marked the end of the summer holidays.

The fun-packed event provided families and movie enthusiasts the opportunity to watch four fan-favourite films at the Mallard for free with a complimentary drink and snack. Children were treated to goodie bags during the afternoon showing.

Many attendees continued traditions of the Big Screen such as dressing up as their favourite film characters, including Darth Vader and Princess Leia at the showing of Star Wars: The Empire Strikes Back which celebrated its 40th anniversary.

Charlotte Dunsterville, Chief Consumer Officer at Sure, said: "We're grateful to the Mallard Cinema for hosting our replacement for this year's Big Screen. The Sure 'Indoor' Big Screen was a huge success and it was great to see attendees dress up and bring the essence of the Big Screen indoors."

Those who attended applied online for tickets and were then selected at random. Everyone who applied was automatically entered into a free prize draw for the chance to win a pair of cinema tickets every month, for a whole year. Laura Hodge was announced as the competition winner last week.

Charlotte said: "If the circumstances allow, we hope the Sure Big Screen will return to Cobo next summer bigger than ever."

Over the course of the weekend, attendees enjoyed a wide range of movies from the popular Trolls World Tour and live-action film Aladdin to the romantic comedy Bridesmaids and legendary Star Wars: The Empire Strikes Back.

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Notes to editors:

About Sure

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Headquartered in Guernsey, Sure provides telecommunications and related services across the Channel Islands, the Isle of Man and in the British Overseas Territories of Ascension, Falklands, Saint Helena and Diego Garcia.

Sure provides fixed voice, mobile, broadband and Cloud services in the Channel Islands and Isle of Man. In the British Overseas Territories, Sure operates under exclusive licences with full-feature networks delivering voice, broadband data services and, in certain markets, TV.

The corporate division of the business, Sure International, specialises in offshore connectivity, enabling those companies that operate in the islands to reliably and efficiently connect and transact with their global partners.

Sure's approach to business is based on its values of simplicity, trust, one team and customer-driven. The last of these values has resulted in annual multi-million-pound investments to provide customers with the best and latest services to meet their needs.

Customer experience is at the heart of Sure's approach and the company was found to have the most satisfied customers in the Channel Islands in a 2018 study carried out by the independent regulator in the islands. In the Isle of Man, Sure was rated the best overall network (Source: a Sure-commissioned independent study carried out by Systemics group, 2017).

Sure is a member of the Batelco Group, a leading telecommunications provider to 13 markets spanning the Middle East & Northern Africa, Europe and the South Atlantic and Indian Ocean.