



LIGHTS... CAMERAS... KICK OFF!

Football Manager to make its big-screen debut as feature-length film hits Vue cinema screens on October 7th. Screenings already confirmed at 26 sites, with potential for more through 'crowdsourcing' campaign

September 12th 2014

Having captured the hearts and minds of a generation of football fans across the globe, inspired at least one book and spawned countless imitators, Football Manager is about to enter a whole new era with the release of *An Alternative Reality: The Football Manager Documentary*, a feature-length film which examines the game's impact on the culture of football and its influence within the professional game.

An Alternative Reality: The Football Manager Documentary will make its debut on Tuesday, October 7th when it will be shown – for one night only – at a minimum of 26 Vue cinemas throughout the UK.

Although the screening is currently confirmed for 26 Vue cinemas (listed below) it's possible that it may also be screened in even more of Vue's UK venues, depending on popular demand. Fans who would like to have the film screened at their local Vue cinema can make their voices heard by taking part in a unique crowdsourcing campaign. Details on how to get involved in this campaign, which will run until midday on Friday, September 19th, are available on the Football Manager [website](#), on [Facebook](#) and on [Twitter](#). Any Vue cinema which receives sufficient support through this campaign will also screen the documentary on October 7th.

Following its initial screening, the film will be made available globally through a number of download and streaming services.

Featuring contributions from some of Football Manager's creators and famous fans from the worlds of football and entertainment, *An Alternative Reality: The Football Manager Documentary* will examine the game's enduring appeal and how it has seeped into and influenced the culture of the world's favourite game.

"The documentary isn't our story – it's the story of the people who escape to the alternative reality of being a football manager, and the effect this has had on their lives. It's also the story of how a computer game made by football fans has become a part of the world it set out to replicate," says Miles Jacobson, Studio Director of Sports Interactive. "But it's not just for people who play – it's also for people who've ever wondered why others spend so much time escaping into this world."

Vue Marketing and Sales Director, Joanne Webb adds: "Football Manager has been an iconic small screen franchise for many years and we are delighted to be able to bring this unique documentary to the big screen. The film is another exciting event cinema experience that I'm sure our customers will really enjoy."

In addition to marking the film's premiere, the Vue screenings will also feature a first airing of a further short film which will reveal Football Manager 2015's major new features. Following both films, Miles Jacobson will take part in a live interactive interview where he will answer questions submitted by fans across the venues.

An Alternative Reality: The Football Manager Documentary has been produced by FilmNova, one of the UK's leading independent producers of sports films. Football Manager is developed by Sports Interactive and published by SEGA.

Further information is available at www.fmdocumentary.com.

LOCATIONS

An Alternative Reality: The Football Manager Documentary will be screened on Tuesday, October 7th 2014 (for one night only) at the following Vue cinemas:

Aberdeen	Islington
Birkenhead	Leeds Light
Birmingham Star City	Manchester Lowry
Bolton	Oxford
Bristol Cribbs	Piccadilly
Bury the Rock	Plymouth
Cardiff	Portsmouth
Cheshire Oaks	Reading
Doncaster	Sheffield
Edinburgh Omni	Swansea
Fulham	Watford
Gateshead	Westfield White City
Glasgow Fort	Westfield Stratford

To book tickets for this unique experience, please visit www.myvue.com.

For further information on the film or the Vue screenings, please contact:

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About Vue International

Formed in May 2003, Vue International is a world class operator and developer of modern state-of-the-art multiplex cinemas. Following the acquisition of the Apollo UK circuit in May 2012, the takeover of CinemaxX in August 2012 and the acquisition of Multikino in September 2013, Vue is now operating over 1,359 screens across 150 multiplex cinemas in 8 territories comprising the UK, Ireland, Germany, Denmark, Poland, Lithuania, Latvia and Taiwan.

About Sports Interactive Ltd.

Sports Interactive (SI) is the world's leading developer of football management simulations through its Football Manager series of games. Founded in 1994 and based in the Old Street area of London, SI has a full-time staff of 100 and employs the services of roughly 1,300 part-time researchers across the globe (alongside more than 200 offsite Beta testers). The company's games have enjoyed an unparalleled history of commercial and critical success; 12 of its creations are among the UK's Top 20 fastest-selling PC games of all time, five are in the UK's top 20 best-selling PC games of all time while Football Manager 2014 recently set a UK chart record by topping the charts for 18 consecutive weeks. Sports Interactive became a wholly owned subsidiary of SEGA in 2006. Further information on the company and its games is available from the SI website, www.sigames.com.

About SEGA® Europe Ltd.

SEGA® Europe Ltd. is the European Distribution arm of Tokyo, Japan-based SEGA® Corporation, and a worldwide leader in interactive entertainment both inside and outside the home. The company develops and distributes interactive entertainment software products for a variety of hardware platforms including Windows PC, wireless devices, and those manufactured by Nintendo, Microsoft and Sony Computer Entertainment Europe. SEGA Europe's web site is located at www.sega.com.