



PUBLICITY

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## P R E S S   R E L E A S E

# IT F O L L O W S

“What exactly is supposed to be following you?”

“I don’t know.”

On DVD, Blu-ray, VOD and Digital Download from  
Monday 29th June 2015

### Fast Sell:

A genuinely scary thrill ride that will stay with you for days afterwards, featuring a stunning break-out performance from Maika Monroe, *It Follows* is a benchmark horror classic for a new generation of fright fans.

### Key talent:

Maika Monroe (*The Guest*)  
Keir Gilchrist (*It’s Kind of a Funny Story*, *Dead Silence*)  
Jake Weary (*Zombeavers*)  
Director David Robert Mitchell (*The Myth of the American Sleepover*)  
Music by Disasterpeace (*Fez*)

### Synopsis:

It doesn’t think, it doesn’t feel, and it doesn’t give up!  
After her dream date goes badly wrong, 19-year-old Jay discovers that a mysterious curse has been passed on to her. She begins to experience terrifying visions and the feeling that she is being followed wherever she goes. Only she seems able to see these deadly pursuers, who walk slowly towards her with only one purpose – to kill.  
Jay is in a race against time and must prove to her friends that she is in deadly terror and convince them to help her combat the seemingly unstoppable ‘It’ before it gets her.



### RELEASE INFORMATION

**Distributor** Icon Home Entertainment

**Certificate** 15

**Release date** 29th June, 2015

### KEY TALENT INFORMATION

**Director** David Robert Mitchell

**Stars**

- Maika Monroe
- Keir Gilchrist
- Jake Weary

### CONTACT/ORDER MEDIA

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### We like it because:

Since the post-Sundance 2014 screening buzz started to build, we've been dying to see *It Follows*, and when we finally did, it did not disappoint.

David Robert Mitchell's brilliantly smart twist on the teen slasher film is that rare find – a horror film that is actually scary and wholly original.

Mitchell takes ingredients from classic horror films from the past – including *Halloween*, *Invasion of the Body Snatchers* and *Rosemary's Baby* - and comes up with a classic all of his own, a frightening urban legend in a suburban setting that is wickedly simple and incredibly effective.

Add to the mix a stunning central performance from up-and-coming actress Maika Monroe – who is soon to become a household name in the big budget sci-fi thriller *The 5th Wave* – and a sensationally addictive soundtrack – and you have a film that grabs you from the opening scene and refuses to let go.

In the snowstorm of critical praise the film has reaped (95 per cent on Rotten Tomatoes), what's easy to overlook is that *It Follows* is also a straight-ahead, teen-pleasing scare machine, with a built-in must-see-twice factor, borne out with the UK and US cinema releases of the film, where the film has proved a steadily-building multiplex hit. As one critic rightly surmised, this is a 'dream come true for horror fans'.

### Hot quotes:

"Ingenious and scalp-prickingly scary" ★★★★★ Tim Robey, *The Telegraph*

"One of the most fearsomely original chillers of recent times" ★★★★★ *Total Film*

"Unique, nerve-scraping" Kim Newman, *Sight and Sound*

★★★★★ *The List*

"A first-rate horror movie" ★★★★★ *Empire*

"A future classic – fresh, unnerving, and lingers like a nightmare" Danny Leigh, *BBC FILM 2015*

★★★★★ *The Guardian*

★★★★ *Daily Mail*

★★★★★ *Den of Geek*

"As chilling and rewarding second time round as it was the first...." *BoxOfficeBuz*

★★★★★ *Time Out*

### Special features:

To come

