

For Immediate Release

**NATIONAL
AMUSEMENTS**

PIECE of MAGIC
ENTERTAINMENT

AWARDS BUZZ BUILDS FOR **BLACKBERRY**

IT'S ALWAYS SUNNY STAR SHINES IN ACCLAIMED TECH BIOPIC SET FOR EXCLUSIVE RELEASE IN UK & IRISH CINEMAS FROM 6TH OCTOBER



"Funny, fast and nerve-rattling" **The Globe and Mail**

"A thrilling and moving story" **Collider**

"[Makes] geek history more entertaining than it has any right to be" **Variety**

"One of those whip-smart, character-and story-driven gems that grabs you from the start and never lets go" **Chicago Sun Times**

"One of the most dynamic films of the year" **Vanity Fair**

4th August 2023, London UK – National Amusements and Piece of Magic Entertainment are proud to present **BLACKBERRY**, the hugely enjoyable tech biopic and critics favourite starring Glenn Howerton and Jay Baruchel, releasing exclusively in UK & Irish cinemas from 6th October.

WATCH THE OFFICIAL TRAILER [HERE](#)

The “true story” of the meteoric rise & catastrophic demise of the world's first smartphone, **BLACKBERRY** is a smart, funny tech story with a heart – 98 percent fresh on Rotten Tomatoes – that sees two loveably goofy tech upstarts pitted against big money investors in a terrifically entertaining whirlwind ride, with a knockout indie rock soundtrack.

Fast, funny and brilliantly smart, **BLACKBERRY** is written and directed by Matt Johnson (*The Dirties*), who also delivers a hilariously deadpan lead performance alongside Jay Baruchel (*How To Train Your Dragon*). Baruchel is quite brilliant as the beleaguered techie thrown into the lion's den of Silicon Valley big business. Howerton, famous for playing Dennis in the hit sitcom *It's Always Sunny in Philadelphia*, is almost unrecognisable here, outstanding in a role that is being tipped for awards season success, as the dogged and intense CEO who risks everything to bring the 'smartphone' to the market. The supporting cast includes Rich Sommer (*Mad Men*), Michael Ironside (*Scanners*), Saul Rubinek (*True Romance*), Cary Elwes (*Saw*) and Martin Donovan (*Tenet*).



Like *Air*, *Tetris*, *The Social Network* and *The Big Short* before it, **BLACKBERRY** is a fascinating look at innovators and risk takers, that *Variety* predicts for Oscar nods for Best Adapted Screenplay, and Best Supporting Actor for Howerton.

National Amusements and Piece of Magic Entertainment will release **BLACKBERRY** in the UK on behalf of Republic Pictures.

SYNOPSIS: Every era has its visionaries, and **BLACKBERRY**, co-written by Director Matt Johnson and Producer Matthew Miller, investigates the brilliance of the individuals that invented the world's first smartphone. Recounting the Canadian company's humble yet chaotic rise to market dominance, **BLACKBERRY** is a darkly comedic telling of the tragic tale of a Canadian company that revolutionised the way we communicate, before swiftly plummeting into obsolescence.

It's 1996, and Mike Lazaridis (Jay Baruchel) and his business partner and best friend Douglas Fregin (Matt Johnson) are on the edge of creating the world's first smartphone. Unfortunately for them, they are less business savvy than they are tech, and struggle to keep their company, Research in Motion, afloat. Everything changes when cunning businessman Jim Balsillie (Glenn Howerton) agrees to join the company, bringing with him the money and experience needed to create and sell a prototype of their invention.

Seemingly overnight the three men revolutionise the way people work, communicate and connect. Celebrities, politicians and businessmen are now addicted to their

BlackBerrys. The company's value skyrockets, yet within a few short years shady business dealings, personal grievances, and, perhaps most dangerously, the iPhone, threaten the company's incredible success.

**BLACKBERRY is released exclusively in UK & Irish cinemas
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About National Amusements

National Amusements, the parent company of Paramount Global (formerly ViacomCBS), is a closely held company operating under the third generation of leadership by the Redstone family. It owns and operates the Showcase and Showcase Cinema de Lux brands with more than 900 screens in the US, UK, Brazil and Argentina. The distribution arm of the business launched in 2016 and is focused on specialist programming and event cinema, including anime, pre-school and music documentaries.

About Piece of Magic Entertainment

Piece of Magic Entertainment (POM) is an international theatrical distribution company that offers a wide range of premium screen content to cinemas around the world. With a focus on documentaries, feature films, anime, live gaming events, and world-class concerts, POM strives to deliver cinematic experiences that audiences will never forget.

Established in 2017, POM's catalogue includes award-winning box office sensations Apollo 11, Sir David Attenborough's breath-taking feature documentary A Life on Our Planet and hit music documentaries Tina and Miles Davis: Birth of the Cool. The most recent slate includes the critically acclaimed documentaries The Alpinist and Hallelujah: Leonard Cohen, A Journey, A Song, and Ryan Reynolds' and Will Ferrell's festive family hit Spirited.