

Dear Colleague

Film Premiere update

Heart of London Business Alliance are pleased to pass on operational details regarding the 'Karate Kid' and 'Toy Story 3' premieres this Thursday and Sunday, taking place at Odeon Leicester Square and Empire Leicester Square cinemas respectively.

'The Karate Kid' – Thursday 15th July 2010

Jackie Chan, Jaden and Will Smith are expected to attend.

SCHEDULE FOR TUE 13TH JULY

7am – 7pm: Set up begins in East Quadrant of Leicester Square Gardens

SCHEDULE FOR WED 14TH JULY

7am – 9pm: Set up continues in Leicester Square Gardens

SCHEDULE FOR THUR 15TH JULY

6am: Set up continues, video screen installed on East Terrace

1pm: Barriers set up outside Odeon Leicester Square cinema

2pm: Soundcheck

4.55pm: Full barrier 'lock-down'

5.55pm: Performance to open the event

6.15pm: Doors open

7.30pm: Event de-rig commences

[Please click here to view the barrier plan for the 'Karate Kid' premiere](#)

'Toy Story 3'- Sunday 18th July 2010

The Director, producer and a number of invited celebrity guests are expected to attend.

SCHEDULE FOR SUN 18TH JULY

9.30am: Main event barriers in place

11.45am: Full barrier 'lock-down'

11.45am: 'Mock Lego pattern' carpet will be laid from car drop off point at the South West gate of Leicester Square Gardens to the press pen to the east of the Empire cinema entrance

12.45pm: Doors open

1.45pm: Film starts, barrier de-rig and removal of carpet commences

3.35pm: Film ends

[Please click here to view the barrier plan for the 'Toy Story 3' premiere](#)

Please note unfortunately we do not have access to any tickets to these premieres!

As always, we welcome any feedback on this style of event, and how it affects your business.

Email us at info@heartoflondonbid.co.uk or call 020 7839 3409.

Kind regards

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