



## **Father's Day: UFO Moviez launches social media initiative #DearPapaWithUFO**

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To make Father's Day more memorable, UFO Moviez has launched unique social media initiative #DearPapaWithUFO. The winners will get once in a lifetime opportunity to watch their Father's Day video message on the big screen along with their fathers. The contest began on 10 June and ends on 13 June 2019.

A social media contest is being conducted on UFO Moviez social media platforms, encouraging participants to post their selfie video wishing their fathers on Father's Day mentioning hashtag #DearPapaWithUFO and tagging UFO Moviez in their posts. Participants with the most heart touching video messages will be declared as winners. Gratification includes screening of the Father's Day video on UFO Moviez screens pan India, along with free movie tickets and exciting gift hampers.

The whole thought behind this idea is we usually have difficulty in expressing our love to our fathers as compared to our mothers. UFO Moviez wants to bridge this gap and is requesting kids to express their affection to their fathers and give them an experience which both the kids and fathers will never forget, the company said in a statement.

Commenting on the same, Siddharth Bhardwaj, Chief Marketing Officer, UFO Moviez said, "We at UFO Moviez believe that fathers play a major role in shaping the personality of every individual and we should not shy away from expressing our love to our wonderful father. Given the fact that our network of over 3500 screens have a potential of entertaining over 4.2 cr audiences in any week, we have decided that using our network we will take this message to the wonderful fathers that are shaping the future of our nation.