



top award for founder of yourlocalcinema.com

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Dean Rhodes-Brandon, founder of 'yourlocalcinema.com' - the not-for-profit cinema listings and information service for people with hearing or sight problems - was this week announced as the winner of the 2009 'Daily Mail Newspaper Enterprising Young Brits - People's Choice' Award.

Dean won in the 'Teen' category of the Awards, and **yourlocalcinema.com** received the most votes overall.

Supported in part by funding from All Industry Marketing (AIM), **yourlocalcinema.com** provides a vital source of weekly listings of subtitled and audio-described films on show in UK cinemas.

Working with the CEA as well as others in the cinema industry, and a number of charities representing people with hearing or sight problems, the company has helped ensure that the UK leads the world in 'accessible' cinema. By the end of 2008, UK cinemas were showing around 1800 subtitled screenings per month, an increase of 40 per cent on the previous year.

Presenting the Awards, Chancellor of the Exchequer Alistair Darling said:

"I have been enormously impressed with the talent of the winners and the finalists. They have excellent ideas and also have the enterprise to develop those ideas. The enterprise, imagination and determination to succeed of these young people sends a clear message that there is a good future out there. It is all to play for."

Dean - who is profoundly deaf - founded **yourlocalcinema.com** whilst still at school. Today he runs the film industry-sponsored service with the help of his father Derek.

Commenting on his award, Dean said:

"Winning this award will really help to spread awareness of 'accessible' cinema. It's an especially important one because it's voted for by the general public. It shows that my service makes a real difference to people with a hearing or sight problem. As we get older we may all lose some hearing or sight. We may appreciate services that can help us enjoy sound and vision."

The CEA offers its warmest congratulations to Dean on his achievement.

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