Beat: Entertainment

PARTNERSHIP BETWEEN M&M S CHOCOLATE CANDIES AND 20th CENTURY FOX

MOTION PICTURE EVENT X-MEN APOCALYPSE

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USPA NEWS - On October, Mars Chocolate North America announced a partnership between M&M'S® Chocolate Candies and 20th Century Fox's upcoming motion picture event "X-Men: Apocalypse." The deal makes M&M'S the exclusive chocolate and confectionary promotional partner of the film, which opens on May 27, 2016...

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M&M'S Brand plans to leverage the partnership with a full 360-degree campaign including retail displays and packaging; digital and out-of-home media; TV and in-cinema advertising; consumer promotions; public relations; and social media content. M&M'S World® and My M&M'S® also will support the partnership with themed merchandise and special blends of candy featuring icons from the film.

Based in McLean, Virginia, Mars Incorporated has net sales of more than $33 billion, six business segments including Petcare, Chocolate, Wrigley, Food, Drinks, Symbioscience, and more than 75,000 Associates worldwide.

One of the world's largest producers and distributors of motion pictures, 20th Century Fox produces, acquires and distributes motion pictures throughout the world. These motion pictures are produced or acquired by the following units of 20th Century Fox Film: Twentieth Century Fox, Fox 2000 Pictures, Fox Searchlight Pictures, Fox International Productions, and Twentieth Century Fox Animation.

Synopsis of 'X-Men: Apocalypse' :

Since the dawn of civilization, he was worshipped as a god. Apocalypse, the first & most powerful mutant from Marvel's X-Men universe, amassed the powers of many other mutants, becoming immortal & invincible. Upon awakening after thousands of years, he is disillusioned with the world as he finds it and recruits a team of powerful mutants, including a disheartened Magneto (Michael Fassbender), to cleanse mankind & create a new world order, over which he will reign. As the fate of the Earth hangs in the balance, Raven (Jennifer Lawrence) with the help of Professor X (James McAvoy) must lead a team of young X-Men to stop their greatest nemesis & save mankind from complete destruction.

(Mars, Incorporated)

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