

The 20th April 2018 has been confirmed as the release date of the big-screen adaption of the international bestselling novel, 'The Guernsey Literary and Potato Peel Pie Society'.

The film will be released nationwide with a multi-channel marketing and advertising push from its distributors and executive producers Studio Canal.

Shooting wrapped on the film in early May 2017 and was directed by the legendary Mike Newell (Four Weddings and a Funeral, Harry Potter and the Goblet of Fire). Starring in the movie are Lily James (Downtown Abbey, Cinderella) and Michiel Huisman (The Age of Adaline, Game of Thrones).

The bestselling novel was written by Mary Ann Shaffer and Annie Barrows and shines a light on Guernsey's occupation during WWII.

Lily James plays free-spirited journalist Juliet Ashton, who forms a life-changing bond with the eccentric Guernsey Literary and Potato Peel Pie Society, when she decides to write about the book club they formed during the occupation of Guernsey during WWII. Juliet's first contact with the island and The Guernsey Literary and Potato Peel Pie Society, is with Dawsey Adams, played by Michiel Huisman. Their relationship then forms the central narrative of this compelling romantic drama.

Additional funding has been secured to ensure VisitGuernsey can capitalise on this unique opportunity which will help to heighten awareness and exposure of Guernsey and promote the island and its unique history to its core markets and potentially new target market groups.

The ongoing close liaison between VisitGuernsey and Studio Canal will be continued with the rolling-out of a collaborative marketing, promotional and advertising campaign in the UK and beyond, due to be rolled out in early 2018.

"We are delighted to have the release date of the 'Guernsey Literary and Potato Peel Pie Society' film confirmed. Launching in cinemas nationwide on the 20th April 2018 is the perfect timing and means we will be able to capitalise on the film's release to help support our marketing effort for the full 2018 season."

Mike Hopkins, Director of Marketing & Tourism, VisitGuernsey.

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For further general information on Guernsey, visit www.visitguernsey.com

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