

BIG W

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***Julie and Julia* or *Iron Man*? Which film will Australians elect as their first choice?**

Friday 20 August 2010: On Saturday Australians in their millions will make a crucial decision and elect their first choice – for the best film of all time.

The important public vote coincides with BIG W's 1001 Must Have Movies event where thousands of the most loved movies of all time are available for just \$5. From *Mad Max* to *Cool Hand Luke*; *Notting Hill* to *Chicago*; *Footloose* to *Fame* - these are some of Australia's favourite films. But which is number one?

General Manager of BIG W, Julie Coates said, "Will we see Australians only having a *Brief Encounter* with *Julie and Julia* and letting the *Iron Man Bolt* to victory? Or will it be a case of a *Pretty Woman* at the top of the poll?"

Australians can vote online for their top 10 movies with daily prizes plus the chance to win the ultimate DVD library. Log onto facebook.com/bigwaustralia to vote.

The Must Have Movies vote is BIG W's first foray onto Facebook and comes three months after the retailer became the first discount department store to offer a comprehensive online shop.

"Do you have a *Sixth Sense* for an *Election* winner who will be *Undefeated*? Or can you spot the *Public Enemies*? If so, and if you can handle the truth, vote in the BIG W poll and see who will be saying *Catch Me if you Can*," said Coates.

– Ends –

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