

# Barclays announces YouTube spoof movie competition



Released on: October 2, 2007, 7:18 am

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Industry: [Financial](#)

**Press Release Summary: Barclays invites amateur movie makers to create their own film spoof for YouTube and enter a competition to win a year's free cinema pass**

Press Release Body: **Barclays** invites movie fans to make one movie to have the chance to win a full year of movies. The recently launched **Barclays YouTube film spoof competition**, asks movie makers to make a short movie spoof in order to have a chance to win a year's worth of free movie tickets.

Movie fans and students looking to start their university life out on the right foot can use their video camera or mobile to create their own original movie spoof in order to enter the contest. Students can also receive six free cinema tickets simply by opening up a student current account at **Barclays** ([terms and conditions apply](#)).

To kick-start the **YouTube movie spoof contest** (<http://www.barclays.co.uk/fastfoodbeauty/>), **Barclays** has created three original movie spoofs of their own that can be viewed on **YouTube**. The short clips are spoofs of modern movie classics such as **American Beauty** and the **40 Year Old Virgin**. Their spoof of the former entitled "**Fast Food Beauty**" parodies the famous scene with **Mena Suvari** lying in rose petals but instead of flowers, the video shows a girl lying surrounded by a sea of fast food. The film concludes with the attractive actress seductively burping.

**Barclays** is offering a year's free cinema pass to the person who uploads the winning spoof onto **YouTube**. Entrants need not use professional equipment, as even the lowest quality videos made with mobile phones can be uploaded to the website and viewed. There are also no restrictions on length; the only rule is that the film clip must parody a popular movie.

**The closing date for entries is 5 October 2007 and the winner will be selected on 19 October 2007.**

Anyone wishing to enter the competition does not need to open a [student current account](#) for their chance to win.

**Barclays**, a leader in UK banking, launched the competition as part of their promotional activities for the new **Barclays Student Additions account**. When students opt for the new [student account](#), they will automatically receive six free cinema tickets (terms and conditions apply). The [Student Additions bank account](#) also features interest-free overdraft of up to £2,000, access to student and graduate relationship managers in selected branches and other facilities which are likely to be attractive to students such as a daily £300 ATM withdrawal limit.

The competition is open to any UK resident who uploads a clip onto the **Barclays YouTube page**, excluding employees and past employees of **Barclays Bank PLC**, or any other persons materially connected to the administration of the prize draw. Only one entry per person.

## About

## Barclays

**Barclays PLC** is a major global financial services provider engaged in retail and commercial banking, credit cards, investment banking, wealth management and investment management services. **Barclays** is one of the largest financial services companies in the world by market capitalisation. Operating in over 50 countries and employing 123,000 people, **Barclays** move, lend, invest and protect money for over 27 million customers and clients worldwide. With over 300 years of history and expertise in banking, **Barclays PLC** has six major businesses.

UK Banking delivers banking products and services to over 14 million retail customers and 780,000 businesses in the UK.

**Barclaycard** is one of the leading credit card businesses in Europe, and has 9.8 million UK customers and 6.4 million international cards in issue.

**Barclays International Retail and Commercial Banking**  
operations have over 2 million international clients, in geographies which currently include France, Spain, Portugal, Italy, India, Africa and the Middle East. Absa has an additional 8.3 million retail customers in South Africa.

**Web Site:** <http://www.barclays.co.uk>

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