



BookASmile to take over 16500 kids and special adults across 40 cities for Toilet-Ek Prem Katha

Mumbai, August 10, 2017: The Indian film industry has been definitely bringing to light incredible stories that are not just high on entertainment quotient but also those that raise awareness on some of the most pertinent issues of our country. The upcoming Akshay Kumar and Bhumi Pednekar starrer Toilet-Ek Prem Katha, slated for release on Friday, August 11, 2017, also aims to instill the value of cleanliness in the viewers. With this in mind, BookASmile, the charity initiative of BookMyShow, will take over 16500 kids from lesser fortunate background and special adults across 40 cities for the film.

The special screenings will be organized across leading cinema chains on Saturday, August 12, 2017 in cities including Ludhiana, Udaipur, Indore, Surat, Lucknow etc.

Sharing her thoughts on the activity, **Farzana Cama Balpande, Head- BookASmile** said, “A film is an extremely powerful medium of communication and has the ability to create a meaningful impact. While at BookASmile, we work towards providing entertainment led experiences to lesser fortunate sections of the society, with films like Toilet- Ek Prem Katha, we are also able to do our bit in creating awareness and educating people regarding issues that matter the most. The film will touch upon ‘Swachh Bharat’ mission and we believe that it will be able to inspire people to take issues related to sanitation and hygiene more seriously. We are delighted to organize screenings for over 16500 kids and special adults and hope that they will not just get entertained through this outing, but also take home with them the learnings from the film.”

About BookASmile

BookASmile (BAS) is an initiative run by India's leading online entertainment ticketing brand BookMyShow. Created with a vision to support special causes and enrich the lives of the less fortunate across India through the entertainment led experiences, the initiative invests a lot of energies to create an inviting community to ensure that they can be privy to opportunities, by incorporating into their lives, activities and experiences from across genres like Sport, Cinema, Arts, Theatre & Music. The BookASmile initiative has been operational since 2014 and has been integrated within the BookMyShow App and website. With BookMyShow's vast customer base, the initiative has been raising funds for special causes whereby every consumer can choose to contribute from Re.1/- per ticket - to a maximum of Rs. 5/- per transaction towards charity. For more information, please visit <https://in.bookmyshow.com/donation/>

About BookMyShow:

BookMyShow, (Bigtree Entertainment Pvt. Ltd.), is India's largest online entertainment ticketing platform that allows users to book tickets for movies, plays, sports and live events through its website, mobile app and mobile site. Founded in Mumbai (India) in 1999 and launched in 2007, BookMyShow is now present in over 400 towns and cities across India, currently meeting the entertainment demands of millions of customers. For more information, please visit www.bookmyshow.com



Media Contacts:

Arushi Maheshwari | arushi.maheshwari@bookmyshow.com | +91-8802999023