

***The Emoji Movie* fans set Guinness World Records title celebrating World Emoji Day**

Today is World Emoji Day and emoji fans around the world celebrated by setting the world's first Guinness World Records title for the 'Largest gathering of people dressed as emoji faces simultaneously across multiple venues'.

Spanning three continents, the record saw emoji faces inspired by the upcoming *The Emoji Movie*'s characters turn up in Dubai, Moscow, London, Dublin, and Sao Paulo, as hundreds of fans dressed as the winningly expressive characters. Additional countries showed enthusiastic support by echoing the effort, with their own emojis participating in similarly themed celebrations; it is estimated that more than 1,000 emojis not associated with the record were in the mix throughout Europe, Asia and South America.



South African emoji fans at Mandela Square in Sandton

The film, about an emoji that simply can't stick to just one expression, is due for release in cinemas on Friday, 22 September 2017, across all cinemas. Around the globe, Sony Pictures Animation's *The Emoji Movie* will roll out from late July through October this year. It comes at a time when the familiar messaging characters that populate our smartphones are more in demand than ever: in fact, this marks the fourth annual celebration of World Emoji Day, which is getting bigger with each edition.

Enormous worldwide appeal of emojis

Commenting on the announcement, Josh Greenstein, President of Worldwide Marketing and Distribution for Sony Pictures Entertainment, said, "Achieving a Guinness World Records title is a testament to the enormous worldwide appeal of emojis."

Jack Brockbank, Guinness World Records Adjudicator, added, “We are incredibly impressed by the level of coordination and timing required to pull off this global record attempt – and it all happened simultaneously! It’s official—this is a fantastic achievement!”

Sony Pictures Releasing International South Africa marketing manager Nadine Rosslind, says: “More than 120 people dressed up in fun emoji costumes, gathered at the Madiba statue in Mandela Square in Sandton on Saturday (15 July 2017) and interacted with excited shoppers and passers-by in celebration of World Emoji Day. The yellow-faced emojis have become so much a part of popular culture and we are sure that the upcoming *The Emoji Movie* will add to this phenomenon.”

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