

# PRESS RELEASE

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## **Premiere of Hotly Anticipated Film, *Generation Iron 2* to take place at BodyPower Expo**

*The latest instalment of the cult franchise brings bodybuilding into the main stream and follows a new generation of star athletes as they make their mark*

The world premiere of *Generation Iron 2*, the hotly anticipated sequel to the cult docudrama *Generation Iron*, will take place next month at BodyPower in Birmingham. The exclusive screening will be held on day one of BodyPower 2017 with an all-star cast and crew in attendance.

*Generation Iron 2* follows in the footsteps of 2013's *Generation Iron*, a global smash which grossed more than \$1 million at the US box office, topped domestic home video charts (including iTunes and Amazon), was streamed by platforms such as Netflix and ESPN and went on to become one of the biggest docudramas of the year. The latest instalment of the iconic series gives fans an intimate and revealing look at modern day bodybuilding.

Shot earlier this year, *Generation Iron 2* goes behind the scenes and into the gym, taking viewers on a rollercoaster journey through one of the toughest sports on the planet. The cameras roll as a new generation of bodybuilders deal with the celebrity side of fitness and lead the transition of bodybuilding into the mainstream.

Unflinching, unrepentant and unmissable, *Generation Iron 2* follows six of the sports newest stars as they train, compete and grapple with their budding celebrity status as social media icons. New names appear alongside personalities from the first film including the infamous - and controversial - Mr. Olympia competitor, Kai Greene. The cast includes social media phenomenons such as Australian born Calumn Von Moger, the notorious Rich Piana and female competitor and ex Miss Olympia, Dana Linn Bailey.

The whole cast will be on hand at BodyPower during day one of the event before attending the exclusive screening and press conference at Cineworld Cinema, Resorts World, Birmingham. BodyPower's own Nick Orton and Olly Upton served as Executive Producers for the film.

Nick Orton, BodyPower Director, has been very open about his excitement. He said, "We're delighted to host the world premiere of *Generation Iron 2* at BodyPower. The last movie really defined a new era for the sport and made genuine stars of its cast. We think *Generation Iron 2* is even better and we just know that fans are going to love this sequel. Personally, I'm looking forward to bringing fans unique behind the scenes insights into modern day bodybuilding and see them get to know some of the ones to watch beyond their public image presented in YouTube Videos, stage performances and glossy magazine covers.

"This is such an exciting time for bodybuilding, as these athletes are really the first generation to be able to build such mainstream brands using social media, making them stars in their own right. What excites me most about *Generation Iron 2* is that we're seeing bodybuilding making its way into popular culture. That change has been driven by the personalities in this film. The sport no longer lives in dark corners of society, making *Generation Iron 2* a pivotal film for entertainment and sports fans.

BodyPower is the world's largest consumer fitness event and will take place at the NEC Birmingham, 12-14<sup>th</sup> May 2017.

### **ABOUT BODYPOWER**

BodyPower is a global fitness media business which has developed a portfolio of successful exhibitions in the UK and India. On top of 100,000 visitors to the UK show, India attracts 40,000 to the expo and a further 4,000 to the annual tour. With over 3,000 active ambassadors covering four continents and an expanding portfolio that includes live events, clothing, merchandise and a Dedicated by BodyPower Eau de Toilette, BodyPower is one of the world's leading fitness brands.

### **NOTE TO EDITORS**

To reserve a seat at the exclusive screening and obtain a press pass for the media conference, email Rebecca Appleton or Hannah Byrne at Dakota Digital. [Rebecca@dakotadigital.co.uk](mailto:Rebecca@dakotadigital.co.uk) or [Hannah@dakotadigital.co.uk](mailto:Hannah@dakotadigital.co.uk).

High res press images are available from:

<https://drive.google.com/open?id=0B9wdmQO9SIEZWGZUeExQODhWnda>

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