



Orange
BRITISH ACADEMY
FILM AWARDS

NOMINEES ARE UNVEILED FOR THE ORANGE WEDNESDAYS RISING STAR AWARD IN 2012

- The Orange Wednesdays Rising Star Award is the only award at the Orange British Academy Film Awards to be voted for by the British public
- Orange Wednesdays customers have selected the shortlist of five from a long list of eight determined by the award jurors
- The winner will be announced at the awards on 12 February 2012
- Previous winners include: James McAvoy, Eva Green, Shia LaBeouf, Noel Clarke, Kristen Stewart and Tom Hardy

London 11 January 2012. Today at BAFTA's headquarters, Pippa Harris, award jury chair, Deputy Chair of BAFTA's Film Committee and producing partner of Sam Mendes, announced the hotly anticipated nominees for the Orange Wednesdays Rising Star Award 2012 as selected by Orange Wednesdays customers from a long list of eight. The nominations recognise five international actors and actresses whose talent has captured the imagination of the British public. The nominees are:

- **ADAM DEACON** - Hackney-born Adam rose to fame in Noel Clarke's KIDULthood, before reprising the role in the follow-up ADULTHOOD and again working with Clarke in 4321. Adam then went on to mark his own mark on the film industry by co-writing, directing and starring in Brit comedy and box office success ANUVAHOOD.
- **CHRIS HEMSWORTH** - Australian actor Chris became an overnight success after landing the title role in film version of the Marvel comic THOR and he will reprise the role in THE AVENGERS next year. Chris is next starring in SNOW WHITE AND THE HUNTSMAN opposite Kirsten Stewart and Charlize Theron and will play Formula One driver James Hunt in Ron Howard's RUSH.
- **TOM HIDDLESTON** - RADA graduate Tom broke onto the big screen earlier this year in Kenneth Branagh's THOR. Tom's recent projects include Woody Allen's film MIDNIGHT IN PARIS, Steven Spielberg's WAR HORSE, and THE DEEP BLUE SEA opposite Rachel Weisz. Tom has recently finished filming THE AVENGERS which is due for release in May 2012.
- **CHRIS O'DOWD** - Chris began his career in the cult comedy series THE IT CROWD before breaking into film with standout roles including THE BOAT THAT ROCKED,

GULLIVER'S TRAVELS and hugely successful BRIDESMAIDS. Chris will next be seen in Judd Apatow's THIS IS 40 alongside Paul Rudd and Leslie Mann.

- **EDDIE REDMAYNE** - After receiving much critical acclaim on the West End and Broadway stage Eddie burst onto the film scene in MY WEEK WITH MARILYN alongside Michelle Williams, Dame Judy Dench and Kenneth Branagh. He recently finished filming BIRDSONG the movie adaptation of the acclaimed novel by Sebastian Faulks.

Orange's accolade for up and coming talent is the only award at the Orange British Academy Film Awards to be voted for by the public. Voting takes place both at orange.co.uk/bafta and via text*. The winner will be announced at the star-studded Orange British Academy Film Awards on Sunday 12 February 2012.

Now in its seventh year, the award has set a standard for identifying talent destined for superstardom. Previous winners include James McAvoy in 2006, Eva Green in 2007, Shia LaBeouf in 2008, Noel Clarke in 2009, Kristen Stewart in 2010 and Tom Hardy in 2011.

Potential rising stars were proposed by BAFTA members and leading film industry insiders to create an initial list of contenders who have appeared in one or more feature films, with at least one of those films released in the current awards year, 1 January to 31 December 2011. The jury for the award featured a raft of leading figures from across the film industry, including actors Simon Pegg and Sienna Miller, jury chair Pippa Harris, producing partner of Sam Mendes (Revolutionary Road, Jarhead), four-time Harry Potter director David Yates, producer Allon Reich (28 Weeks Later, The History Boys, The Last King of Scotland), casting director Nina Gold (The King's Speech) and film publicist Kate Lee. These jurors whittled down the names to a long list of eight. These eight were then voted on by Orange Wednesdays customers, who have determined the final five that will now be voted for by the public.

Pippa Harris, Orange Wednesdays Rising Star award jury chair and Deputy Chair of BAFTA's Film Committee, said: "It is so important to involve the general public in helping us determine the stars of the future, which is why the Orange Wednesdays Rising Star Award is such a fantastic initiative. The jury had a tough job deciding the final long list, and we were spoilt for choice with such fantastic talent coming to the fore in 2011. I can't wait to see who the public chooses as their winner."

Spencer McHugh, Director of Brand at Orange, said: "With the award now in its seventh year, we continue to be awed by how enthusiastic the British public are when it comes to celebrating future film talent. The fact that figures such as Simon Pegg, Sienna Miller and the rest of our esteemed jury so kindly offer their time shows how the film world has embraced the award."

Comment [AW1]: Source and add in nominee quotes

The Orange Wednesdays Rising Star Award was created in honour of Mary Selway, the highly respected BAFTA-winning casting director whose career spanned three decades and over ninety films before she died in 2004. She worked with notable directors such as Steven Spielberg, Roman Polanski, Clint Eastwood and Ridley Scott, contributing to the creation of some of the silver screen's most memorable characters.

For more information on the Orange Wednesdays Rising Star Award go to www.orange.co.uk/bafta

- ENDS -

*** To vote by text:**

ADAM DEACON	text DEACON to 88080
CHRIS HEMSWORTH	text HEMSWORTH to 88080
TOM HIDDLESTON	text HIDDLESTON to 88080
CHRIS O'DOWD	text ODOWD to 88080
EDDIE REDMAYNE	text REDMAYNE to 88080

Texts cost 35p plus a standard network charge. Network charges may vary.

For more information please contact:

Rachel Devenport or Samantha Harris at M&C Saatchi Sport & Entertainment:

Tel: 07891 588 993 / 07896 530 007

Email: rachel.devenport@mcsaatchi.com or samantha.harris@mcsaatchi.com

Notes to Editors

Nominee Biographies

ADAM DEACON

Adam Deacon is an award-winning actor. Born and raised in Hackney, East London, he trained at the Anna Scher Theatre School and rose to fame after starring in the 2006 film KIDULTHOOD. Known for playing urban and streetwise characters and has been acting since the age of 12.

Since his breakthrough role in KIDULTHOOD, Deacon has reprised the role of Jay in Noel Clarke's sequel ADULTHOOD as well as starring in Clarke's crime thriller 4.3.2.1. and his KIDULTHOOD based TV show WEST 10 LDN.

Film credits include COMEDOWN, PAYBACK SEASON, EVERYWHERE AND NOWHERE, JACK FALLS, BONDED BY BLOOD, 4321, SHANK, ADULTHOOD, SUGARHOUSE, WILDERNESS, KIDULTHOOD, ALI G- INDAHOUSE, FEVER PITCH, SHOOTERS, FACE,

ALAN AND SAMIR.

Television credits include PHONESHOP, CRIMINAL JUSTICE, BEING HUMAN, GROWNUPS / BBC3, DEAD SET, GUNRUSH, W10 LDN, THE KATY BRAND SHOW, DUBPLATE DRAMA, LOVE SOUP, THE BILL, GHOST SQUAD, SUGAR RUSH, BRIEF ENCOUNTERS, IS HARRY ON THE BOAT, A TOUCH OF FROST, WALL OF SILENCE, PASSER BY, SPOOKS, THE CORAL ISLAND, TEENAGE SEXUALITY, GOODNESS GRACIOUS ME, BILL'S NEW FROCK, EASTENDERS, LONDON'S BURNING, SPACED.

Theatre credits include THE PROS, THE CONS AND A SCREW, MAD BLUD, THE HOUSE OF AGNES, EAST IS EAST, WASTED, PLAYING GOD, WHERE'S YOUR HEAD AT, DEAR DANNY DILEMMA, CRACKED, PLAYING FIELDS, OLIVER, DR SEUSS.

Being a massive fan of American urban comedy classics such as HOUSE PARTY, FRIDAY and BARBERSHOP and having starred in many of the first films to come out of the UK hoody genre, Adam decided it was time to leave his own mark on the scene and write the first ever UK urban comedy, ANUVAHOOD, which he wrote, directed and starred in. The film came out this year and was a huge success at the box office, making back its budget in its opening weekend and going on to take over £2.3m at the UK box office.

Deacon is also a music artist and has featured on many of his movie soundtracks. Working with the likes of Plan B (inc his video BIZZNESS WOMAN), Professor Green, Paloma Faith and Bashy. In October 2008 he starred in E4's thriller DEAD SET with Jaime Winstone. The show was nominated for a TV BAFTA award in 2009.

Deacon won the Screen Nation Award for Best Newcomer in 2008.

CHRIS HEMSWORTH

Australian actor Chris Hemsworth has become one of the most sought after actors in Hollywood. He most recently starred in the title role of 'Thor' in Kenneth Branagh's highly-anticipated film version of the Marvel comic book, THOR. He will reprise the role in THE AVENGERS alongside Robert Downey Jr., Samuel L. Jackson and Scarlett Johansson this spring.

Hemsworth is next starring Universal's SNOW WHITE AND THE HUNTSMAN opposite Kristen Stewart and Charlize Theron. He is playing the lead role of Ron Howard's drama, RUSH, in which he will play British Formula One driver, James Hunt.

Hemsworth also recently starred in Dan Bradley's remake of RED DAWN, in the role originated by Patrick Swayze, as well as the Joss Whedon scripted CABIN IN THE WOODS. Both films are slated for a 2012 release. Hemsworth made his US film debut in JJ Abrams' STAR TREK, playing the pivotal role of 'George Kirk' alongside Chris Pine and Zoe Saldana. He also starred in Relativity Media/Rogue Pictures' A PERFECT GETAWAY opposite Timothy Olyphant.

CHRIS O'DOWD

CHRIS O'DOWD will next be seen in THIS IS 40 opposite Paul Rudd and Leslie Mann to be directed by Judd Apatow for Universal, THE SAPPHIRES directed by Wayne Blair and produced by Rosemary Blight for Goalpost Pictures in Australia and also the new HBO series GIRLS written by and starring Lena Dunham with Judd Apatow producing. Also currently in production is FRANKIE GO BOOM in which Chris stars alongside Charlie Hunnam for the Ministry of Content, written and directed by Jordan Roberts. Chris was most recently seen in cinemas as the male lead Officer Rhodes in the hugely successful film BRIDESMAIDS opposite Kristen Wiig which Paul Feig directed and Judd Apatow produced with Barry Mendel for Universal.

He also appears in FRIENDS WITH KIDS opposite Jon Hamm, Adam Scott, Ed Burns, Kristen Wiig and Maya Rudolph which Jennifer Westfeldt directed and Lucy Barzun produced with Mike Nichols and Jake Kasdan. The film premiered at this year's International Toronto Film Festival.

Chris was also seen recently in the lead dramatic role of 'William' in the critically acclaimed CRIMSON PETAL & THE WHITE, a four part adaptation of Michael Faber's best-selling novel which was directed by Marc Munden for BBC.

Chris' other credits include DINNER FOR SCHMUCKS directed by Jay Roach opposite Paul Rudd, Steve Carell and Zach Galifianakis for DreamWorks/Paramount, GULLIVER'S TRAVELS directed by Rob Letterman starring opposite Jack Black, Jason Segel and Emily Blunt for FOX, THE BOAT THAT ROCKED opposite Phillip Seymour Hoffman with Richard Curtis directing for Working Title/Focus Features. He also starred in FREQUENTLY ASKED QUESTIONS ABOUT TIME TRAVEL opposite Anna Faris with Gareth Carrivick directing for BBC Films and HIPPIE HIPPIE SHAKE opposite Cillian Murphy and Sienna Miller with Beeban Kidron directing for Working Title/Universal.

In addition to VERA DRAKE, directed by Mike Leigh, he starred in the 2005 feature FESTIVAL, nominated for two BAFTA Awards including Best British Film, which won him a BAFTA Scotland Award for Best Actor.

Chris also stars in cult comedy series THE IT CROWD for Channel 4 Television. Amongst his other theatre credits, Chris most recently performed with Catherine Tate, Francesca Annis and Lisa Dillon at the Duke of York's Theatre, directed by Anna Mackmin for the Ambassador Theatre Group.

EDDIE REDMAYNE

Eddie Redmayne has already made his mark working with the top directors and talent in the industry today. Eddie recently wrapped filming Derick Martini's HICK alongside Chloe Moretz and Blake Lively, adapted from the novel by Andrea Portes. In November 2011, he starred in The Weinstein Company's MY WEEK WITH MARILYN where Eddie portrays 'Colin Clark' alongside Michelle Williams, Dame Judi Dench, Emma Watson and Kenneth Branagh.

Eddie has just wrapped BIRDSONG with Clemence Poesy. This two part series is an adaptation of Sebastian Faulks' epic love story BIRDSONG set during the First World War. This extraordinary love story will air at the end of January on the BBC. Eddie recently portrayed 'Richard III, in Shakespeare's RICHARD II opening at the Donmar Warehouse in London.

Eddie was seen in the Golden Globe and Emmy nominated THE PILLARS OF THE EARTH, an epic television mini-series adaptation of Ken Follett's bestselling novel in which he stars alongside Matthew MacFadyen, Hayley Atwell and Rufus Sewell, with Ridley Scott as executive producer. His other television credits include the leading role of Angel Clare alongside Gemma Arterton in the acclaimed BBC adaptation of TESS OF THE D'URBERVILLES.

Eddie was seen in THE YELLOW HANDKERCHIEF, with Maria Bello and William Hurt and he also played the role of 'Osmund' in BLACK DEATH directed by Christopher Smith. He starred in Stephen Poliakoff's GLORIOUS 39, opposite Romola Garai, Julie Christie, Bill Nighy and Juno Temple and POWDER BLUE by Timothy Linh Bui with Jessica Biel and Forrest Whittaker. Eddie made his on screen debut in 2006 in Robert De Niro's dramatic thriller THE GOOD SHEPHERD starring Matt Damon and Angelina Jolie; critics raved about Eddie's performance, often singling him out as the stand-out of the film. In 2007, Eddie also had a supporting role in ELIZABETH: THE GOLDEN AGE directed by Shekhar Kapur, and co-starring Cate Blanchett, Geoffrey Rush and Clive Owen. He also appeared with Toni Collette in the crime thriller LIKE MINDS, THE OTHER BOLEYN GIRL with Natalie Portman and Scarlett Johansson and SAVAGE GRACE with Julianne Moore.

In 2010, Eddie won both Tony and Laurence Olivier Awards for 'Best Supporting Actor' for his outstanding performance in Michael Grandage's critically acclaimed theatrical production RED which transferred from the Donmar Warehouse to the Golden Theatre on Broadway. Eddie starred opposite Alfred Molina in this two-handed production. He received critical acclaim for his West End performance in Edward Albee's powerful drama THE GOAT OR

WHO IS SYLVIA? where he played a troubled teen opposite Jonathan Pryce. The role won him the 2004 London Evening Standard Award and the 2005 London Critics Circle Theatre Award for Outstanding Newcomer. He was also nominated at the 2005 Olivier Awards for the Best Performance in a Supporting Role. Following this, he took to the stage in Christopher Shinn's new play, NOW OR LATER, showing at the Royal Court Theatre. He will return for the last performance at the Donmar in December 2011 as Richard II.

TOM HIDDLESTON

Tom was born in London and grew up in Oxford, where he was educated at The Dragon School, and later at Eton College where, under the guidance of a group of incredibly inspirational teachers, his interest and involvement in theatre and film began to flourish. He remembers being taken, aged 14, to see Ibsen's JOHN GABRIEL BORKMAN at the National Theatre in 1996 – directed by Richard Eyre, with Paul Scofield, Vanessa Redgrave and Eileen Atkins – and being inspired and profoundly moved by both the writing and the performances. It was a turning point. Seven years later he would be playing Vanessa Redgrave's son in the HBO/BBC Churchill biopic, THE GATHERING STORM.

Towards the end of his time at school Tom applied to study Classics at Cambridge University, and was offered a place at Pembroke College, the alma mater of Peter Cook, Ted Hughes and Eric Idle. Before starting, in the summer of 1999, he played Captain Stanhope in a production of R.C. Sheriff's JOURNEY'S END, among a cast of his school peers, which they had put together with the sole intention of performing it at the Edinburgh Fringe Festival. It was a greater success than any of them could have hoped for. The Scotsman gave them five stars and the last line of their review read: "They just do not make 'em like this any more".

In his second term at Cambridge, he was seen in a production of A STREETCAR NAMED DESIRE by Lorraine Hamilton of the notable actors' agency Hamilton Hodell, and was shortly thereafter given his first television role in Stephen Whittaker's adaptation of NICHOLAS NICKLEBY (2001) for ITV, starring Charles Dance, James D'Arcy and Sophia Myles. During his last two years at Cambridge roles followed in two one-off television dramas co-produced by HBO and the BBC. The first was CONSPIRACY (2001), a film surrounding the story of the Wannsee Conference in 1942 to consolidate the decision to exterminate the Jews of Europe. The film prompted Tom's first encounter with Kenneth Branagh who took the lead role of 'Heydrich'. The second project came in 2002 in the critically acclaimed and Emmy Award-winning biopic of Winston Churchill THE GATHERING STORM, starring Albert Finney and Vanessa Redgrave. Tom played the important role of 'Randolph Churchill', Winston's son, and cites that particular experience – working alongside Finney and Redgrave, as well as Ronnie Barker, Tom Wilkinson, and Jim Broadbent – as extraordinary; one that changed his perspective on the art, craft and life of an actor. It was then that he first thought of applying to drama school.

Tom graduated from Cambridge in the summer of 2002 with a 'double-first' honours degree and enrolled at RADA later that autumn. He graduated from RADA in June 2005, and within a few weeks was cast as 'Oakley' in the British independent film UNRELATED by first-time director Joanna Hogg. UNRELATED tells the story of a woman in her mid-40s who arrives alone at the Italian holiday home of an extended bourgeois family. She's the old school friend of the matriarch, but is soon distracted from the adults and drawn to the vitality and energetic escapades of the teenagers in the group, and in particular to Oakley. UNRELATED premiered at the Times BFI 51st London Film Festival in 2007 where it was awarded the FIPRESCI International Critics' Award, and went on to win the Guardian First Film Award, the Evening Standard Most Promising Newcomer Award for Joanna Hogg, and was nominated for the Evening Standard Best Film Award and the Critics' Circle Breakthrough Filmmaker Award. It was also cited as the 21st best film of the decade by the Guardian newspaper.

Upon his return from Italy, Tom met Declan Donnellan, artistic director of the award-winning theatre company Cheek By Jowl, and was cast as 'Alsemero' in THE CHANGELING by Thomas Middleton, starring alongside Olivia Williams and Will Keen. The production toured Europe for six months in 2006, and ran in the main house at the Barbican for six weeks. For THE CHANGELING Tom was nominated for the 2006 Ian Charleson Award, which recognizes exceptional classical stage performances by actors under the age of 30.

In 2007 Cheek By Jowl once again asked Tom to perform for them as the hero, 'Posthumus Leonatus', and the anti-hero 'Cloten', in Declan Donnellan's production of Shakespeare's late romance, CYMBELINE. The production toured the world for seven months in 2007, playing in New York, Milan, Paris, Moscow, Madrid, and in London at the Barbican. The Guardian praised Tom's performance "The masterstroke of Donnellan's production is to have both Posthumus, who comes to doubt Imogen's fidelity, and Cloten played by the same actor, Tom Hiddleston. Remember that name, because one day the lad is going to be a star, and deservedly so". The Sunday Times agreed that Tom stole the show "Tom Hiddleston plays Cloten as a snooty Hooray Henry, giving the outstanding performance of the evening".

Later that summer, Tom shot the period BBC drama, MISS AUSTEN REGRETS, about the last five years of Jane Austen's life. He starred as John Plumtre alongside Olivia Williams, Imogen Poots, Hugh Bonneville and Greta Scacchi. It went a Writer's Guild of Great Britain Award.

It was on the strength of his performance in CYMBELINE that Tom was invited to audition to play Cassio in Michael Grandage's production of OTHELLO at the Donmar Warehouse, starring Ewan McGregor, Chiwetel Ejiofor, and Kelly Reilly. The play opened to extraordinary reviews. The Independent on Sunday said 'McGregor is actually outshone by Tom Hiddleston a barely known newcomer and name to watch. His youthful Cassio is startlingly charismatic and dangerous in its own way, naively mixing professional duty with womanising'.

Tom was nominated twice in the category of Best Newcomer at the 2008 Laurence Olivier Awards for CYMBELINE and OTHELLO and won the category for his performance in CYMBELINE.

In 2008 Tom joined forces with Kenneth Branagh again to film the first series of WALLANDER, a BAFTA and Broadcasting Press Guild Award-winning and Emmy, Golden Globe and Satellite Award-nominated television series based on the detective novels by Swedish author Henning Mankell. In the same year Tom went on to star in the Donmar Warehouse/West End production of Chekhov's IVANOV, again opposite Branagh, as well as Gina McKee and Andrea Riseborough.

As well as shooting the second series of WALLANDER in 2009, Tom also starred in the second series of the highly acclaimed BAFTA and Emmy Award-winning RETURN TO CRANFORD, starring opposite Judi Dench and Jonathan Pryce.

In 2009 Tom filmed Joanna Hogg's second film ARCHIPELAGO, in which he plays the lead role, as well as the lead role of 'Loki', in Kenneth Branagh's THOR for Marvel. In 2010 Tom filmed a number of projects including Woody Allen's film MIDNIGHT IN PARIS, Steven Spielberg's WAR HORSE, and THE DEEP BLUE SEA opposite Rachel Weisz. Tom has recently finished filming the highly anticipated feature film THE AVENGERS which is due for release in May 2012 and will begin shooting THOR 2 next year.

Orange Wednesdays Rising Star Award full eligibility guidelines

The Orange Wednesdays Rising Star Award honours a young actor or actress of any nationality who has demonstrated exceptional talent and ambition and begun to capture the imagination of the British public as a film star in the making.

Nominees must have appeared in a film released during the current BAFTA awards year: 1 January to 31 December 2011.

The eight longlisted actors and actresses will usually have several film performances under their belt, in addition to one in the current year. Although this award is designed to encourage actors at the beginning rather than the end of their careers, it is not intended as a true 'beginner's award', nor is it intended to be for child actors (those longlisted will usually be aged between 18 and 32). In exceptional circumstances, a star-making debut will be considered, but this will be the exception rather than the norm.

About Orange UK

Orange is the key brand of the France Telecom Group, one of the world's leading telecommunications operators. With almost 131 million customers, the Orange brand now covers Internet, television and mobile services in the majority of countries where the Group operates.

In the UK, Orange provides high quality GSM coverage to 99% of the UK population, and 3G coverage to more than 93%. Orange and any other Orange product or service names included in this material are trade marks of Orange Brand Services Limited.

On July 1 2010, the company became part of Everything Everywhere, one company that runs two of Britain's most famous brands - Orange UK and T-MobileUK - with plans to transform the industry by giving customers instant access to everything, everywhere, offering them the best value, best choice and best network coverage in the country. Everything Everywhere Limited is the UK's biggest communications company, with a combined customer base of almost 28 million people and more than 720 retail stores across the country. Everything Everywhere Limited is registered at HatfieldBusinessPark, Hatfield, Hertfordshire, AL10 9BW under the registered company number 02382161.

For more information please call the Orange Press Office 0870 373 1500, or visit www.orange.co.uk/newsroom<<http://www.orange.co.uk/newsroom>>

About BAFTA

The British Academy of Film and Television Arts is an independent charity that supports, develops and promotes the art forms of the moving image by identifying and rewarding excellence, inspiring practitioners and benefiting the public. In addition to its Awards ceremonies, BAFTA has a year-round Learning & Events programme that offers unique access to some of the world's most inspiring talent through workshops, masterclasses and lectures and mentoring schemes, connecting with audiences of all ages and backgrounds across the UK, Los Angeles and New York. BAFTA relies on income from membership subscriptions, individual donations, trusts, foundations and corporate partnerships to support its ongoing outreach work. For further information, visit www.bafta.org.