

A film by Nour-Eddine LAKHMARI

ZERO



ZERO makes an excellent start during its cinemas release in Morocco

Casablanca – January, 19th 2013: ZERO, the film event by Nour-Eddine Lakhmari and first part of the TIMLIF's cultural strategy, starts in strength and presents the beginnings of a new box office record in Morocco.

In just four weeks, ZERO has largely surpassed the 100,000 entries. The audience was at the appointment of this work in 13 cinemas across seven cities in the Kingdom. The film was released on December 19th, 2012 on all screens in the Kingdom, according to an innovative strategy that combines:

- Simultaneous National Release in all cinemas
- Citizen-oriented Partnership with the association TOUCHE PAS A MON ENFANT (Don't touch my child) about the key theme of the film, linked to mediatisation and denunciation of child molesting
- Avant-premiere at Megarama in Casablanca



- National Road Show of the artists in Tangiers, Tetouan, Fez, Rabat, Casablanca and Marrakech



Nour-Eddine Lakhmari says "that a hard and tough film achieves this good performance is primarily a new proof that the Moroccan cinema has its audience, a public in demand and itching for novelties, beauty and cinematographic daring. We could multiply the entries number by ten in a context where there are more cinemas across the country. ZERO, which benefited as precursor from the Timlif's commitment in a new approach to production and distribution, and illustrates the importance of activating the entrance of Moroccan cinema in the industrial era. "

ZERO's International Release is scheduled for the second quarter of 2013.

Timlif has begun talks with international distributors for the distribution of the film in Europe, North Africa and the Middle East

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