



**For Immediate Release**

## **Award-Winning Filmmakers Announce Revealing LEGO® Documentary**

*Timeless Toymaker Provides an Exclusive and Intimate Look into a Global Brand Phenomenon that Stretches More Than Eight Decades*

**LOS ANGELES, Calif. (September [ ], 2013)** – Academy Award-Winning Director Daniel Junge (*Saving Face*) and Academy Award-Nominated Director Kief Davidson (*Open Heart*) have teamed with producers Brendan Kiernan and Justin Moore-Lewy, and the GEM Group for the first feature-length documentary about the global world of the culture of LEGO® bricks. For the first time, The LEGO Group has participated with a team of filmmakers in a story of how the world’s most popular toy has become a global phenomenon, which filmmakers will tell through the lens of culture, art and education.

Junge and Davidson will share an intimate, unexpected, and thoughtful exploration of what makes this seemingly simple invention such an extraordinary tool for creativity. The filmmakers have traveled the globe to find compelling and heartfelt stories from LEGO enthusiasts, exploring how these bricks have transformed the way that people learn, communicate and effect global change.

“LEGO bricks are everywhere, and this documentary is an examination of their footprint in our global community,” explains Jill Wilfert, Vice President of Licensing and Entertainment for The LEGO Group. “The LEGO brick has transcended language, politics, age, race, art, science and technology – all through its ability to draw out the basic human need to create and share.”

“Any individual who has ever picked up a LEGO brick will be able to draw inspiration from these stories,” adds Daniel Junge, one of the filmmakers. “From rural Indiana to the farmlands of China, from New York City to Munich, from Copenhagen to Sao Paolo – children and adults alike have used LEGO bricks to heal, educate and express themselves.”

Given the project’s global footprint and wide age demographic, the Producers and GEM are anticipating a theatrical release in early 2014.

For more information, visit [www.thelegodocumentary.com](http://www.thelegodocumentary.com). For more information on GEM Group, visit [www.gemny.com](http://www.gemny.com).

### **The GEM Group**

The Global Emerging Markets Group (“GEM”), founded in 1991, is a \$3.4 billion alternative investment group that manages a diverse set of investment vehicles focused on emerging markets across the world. GEM has invested in 305 companies across 65 countries—their investment vehicles provide the group and its investors with a diversified portfolio of asset classes that span the global private investing spectrum.

### **LEGO**

The LEGO Group is engaged in the development of children’s creativity through playing and learning. Based on the world-famous LEGO brick, the Company today provides toys, experiences, and teaching materials for children in more than 130 countries. The LEGO Group has approximately 10,000 employees, and it is the world’s third largest manufacturer of play materials.

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