



## National CineMedia Launches 2025 US Young Lions Competition

January 8, 2025

*Celebrates 10<sup>th</sup> year as US Representative for Cannes Lions International Festival of Creativity*

*Introduces new **Young Lions Titanium Award** sponsored by **StrawberryFrog**; **Mother** as new Young Lions Digital Category sponsor; **Monotype** as first official TEAM USA Outfitter sponsor*

*Competition registration now open until January 17, 2025*

NEW YORK--(BUSINESS WIRE)--Jan. 8, 2025-- National CineMedia (NASDAQ: NCM) ("NCM"), the largest cinema advertising platform in the US, and the US Representative of the Cannes Lions International Festival of Creativity, today announced the official launch of the 2025 Young Lions competition and its new partnership lineup. The 2025 competition marks the 10<sup>th</sup> year of NCM's role as US Representative and the first since NCM's launch of the US Lions Community, comprised of 4,000+ past and present Young Lions competitors, jurors, and mentors.

Registration for this year's competition is now open to advertising, marketing, and communications industry professionals born on or after June 20, 1994. Information on how to register can be found [here](#).

The 2025 Young Lions competition provides the advertising industry's rising stars with an opportunity to learn from established leaders and grow their own careers. Applicants will compete across five categories – Digital, Film, Media, PR, and Print – and the winners of each category will form TEAM USA and head to Cannes, France to compete on a global stage at the Cannes Lions International Festival of Creativity. The competition will be judged by an exclusive group of jurors, influential executives from industry-leading brands and agencies including TikTok, T-Mobile, Amazon, Uber, Gopuff, Publicis, Mischief, Whalar, and more. For the full list of jurors, click [here](#).

"The Young Lions competition is the anchor of the US Lions Community, and NCM is proud to leverage our unique understanding of storytelling and pop culture in celebrating the next generation of marketers," said Amy Tunick, Chief Marketing Officer at NCM. "Creativity that resonates with young, diverse audiences is a part of NCM's DNA, and by championing the Young Lions competition over the past 10 years, we have driven connectivity between agencies, brands, and the rising stars of the industry, strengthening creative opportunities for all. For the third year, NCM will be featuring the competition winners – TEAM USA – in content that airs in our movie theaters nationwide. We're excited to see the creative new ideas that emerge from the 2025 Young Lions and look forward to making the winners famous on the big screen ahead of the global competition at Cannes Lions."

This year's competition introduces the Young Lions Titanium Award sponsored by StrawberryFrog, which will recognize one of the final 25 teams for breakthrough creative work that helps move the creative industry forward through innovation.

Mother joins this year as the Digital competition category sponsor alongside returning sponsors Pereira O'Dell (Film), UM (Media), Weber Shandwick (PR), and Monotype (Print).

Also new this year, Monotype will further promote their design leadership through the added role of official Outfitter sponsor for TEAM USA. They will be providing custom designed branded apparel for the winners to wear during their trip to France this summer.

Registration for the 2025 US Young Lions competition is currently open, and the deadline to register is January 17, 2025, 7:59:59 p.m. ET. Other key dates for the competition include:

- January 23, 2025: Young Lions competition begins
- February 6, 2025: Young Lions competition entry deadline, 8:00 p.m. ET
- March 2025: Young Lions Finalists announced
- April 9, 2025: TEAM USA Winners Announcement event
- June 16 – 20, 2025: Cannes Lions International Festival of Creativity

For additional information about the 2025 Young Lions Competition, visit: <https://www.ncm.com/us-lions-community>.

### **About National CineMedia, Inc.**

National CineMedia, Inc. (NCM, NASDAQ:NCMI) is the largest cinema advertising platform in the US. With unparalleled reach and scale, NCM connects brands to sought-after young, diverse audiences through the power of movies and pop culture. A premium video, full-funnel marketing solution for advertisers, NCM enhances marketers' ability to measure and drive results. NCM's *Noovie*® Show is presented exclusively in 41 leading national and regional theater circuits including the only three national chains, AMC Entertainment Inc. (NYSE:AMC), Cinemark Holdings, Inc. (NYSE:CNK) and Regal Entertainment Group (a subsidiary of Cineworld Group PLC). NCM's cinema advertising platform consists of more than 18,100 screens in over 1,400 theaters in 195 Designated Market Areas® (all of the top 50). NCM is the managing member and owner of approximately 100% of National CineMedia, LLC. For more information, visit [www.ncm.com](http://www.ncm.com) and [www.noovie.com](http://www.noovie.com).

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