



## **Alliance to host inaugural “Big Quiz Night & Auction” at Arsenal’s Emirates Stadium**

- **Quiz night taking place on 20<sup>th</sup> May to raise much needed funds to combat IP theft**

**16 February 2010:** The Alliance Against IP Theft, an organisation set up to promote and protect the value of intellectual property, has announced that it will be holding its inaugural dinner and quiz night on the evening of Thursday 20<sup>th</sup> May 2010 at the Emirates Stadium, home of Arsenal FC.

Around 300 guests are expected to attend from a broad range of industries, including from the creative sector. Grouped into teams, guests will be pitting their wits and general knowledge against colleagues and competitors, as they compete for a series of prizes on offer.

The event will also include the annual Alliance auction, with a number of fantastic prizes available, and all proceeds going directly towards the fight against IP theft.

Dinner and drinks will be provided.

Susie Winter, Director General of the Alliance Against IP Theft said;

“We are delighted to be hosting our first Alliance Quiz night at the Emirates. It is going to be a fantastic night, and will no doubt become a regular fixture in the Alliance calendar.

“The quiz night is also hugely important in securing the funds so desperately needed to alert local authorities to the damage caused by IP theft. We know that the Proceeds of Crime Act is not being used adequately to strip criminals of their assets and that trading standards and enforcement bodies are not being given the funds or resources needed to make a difference”.

“Money raised from the Quiz night will fund work ensuring Councillors and senior officials prioritise trading standards”.

**Notes to Editors**

The 'Alliance Big Quiz and Action Night' is taking place on at the Emirates Stadium on the evening of Thursday 20<sup>th</sup> May 2010.

To confirm your attendance at the event, or for further information, please contact Mandy Lewis on 0782 6545767

### **About the Alliance**

The Alliance provides a single voice for those who share an interest in preventing intellectual property theft in the UK and an expected 300 plus guests will be attending from a wide spectrum of industries embracing film, TV, DVD, music, games and business software, branded goods manufacturers, publishers, retailers, and designers.

For more information please visit: [www.allianceagainstiptheft.co.uk](http://www.allianceagainstiptheft.co.uk)