



## 24 Hours of Movie Heaven: Amazon.co.uk Reveals the Definitive Day-long Celluloid Storyline

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### Amazon.co.uk reveals the definitive day-long celluloid story line

**6 June 2001:** Resign á la Jerry Maguire, celebrate with retail therapy Julia Roberts-style and round off the day with Bogart in Rick's Café. That's the way movie fans would spend their perfect celluloid day.

Amazon.co.uk has polled over 2,000 movie enthusiasts on its Internet Movie Database site for three months, to piece together the essential elements required for the ultimate 24-hour story line. Film fans were asked to nominate favourite scenes in a host of categories, including Best Resignation, Best Financial Windfall, Best Shopping Scene and Most Exciting Poker Game. The results combine to create the best movie day ever.

#### 10.00am--Start the day, quit your job

Tom Cruise as Jerry Maguire gets top marks for doing what most of us only imagine - walking out of his job and taking the girl (Renee Zellweger) with him.

#### 11.00am--Funding your 24-hour adventure

But you'll need some hard cash to fund your movie lifestyle. Eddie Murphy's *Trading Places* windfall courtesy of Dan Aykroyd was voted the ultimate stroke of financial luck.

#### 12.00pm--Retail therapy

With your wallet bulging the obvious destination is the shops. In 24-hour heaven you head for Rodeo Drive to re-enact Julia Roberts spree in *Pretty Woman*.

#### 4.00pm--Taxi? Forget it, but watch out for the ejector seat

A hard day's spending requires an easy ride to your next destination. But don't call a cab; movie fans prefer their drive neither shaken or stirred, courtesy of Sean Connery and 007's Aston Martin.

#### 5.00pm--Celebrate in style

Tearing up the road our pollsters would head to the most popular movie night-spot "Rick's Café Americain" in *Casablanca* (36% of votes) for a few beverages with Bogey.

#### 6.00pm--Poker trouble

An hour later and it's time to play it cool as Paul Newman cajoles you into lightening your pockets in celluloid's most memorable poker game courtesy of *The Sting*.

#### 8.00pm--Bar-room brawl

The poker game gets a bit out of hand and you end up reliving the best movie bar-room brawl from *Crouching Tiger, Hidden Dragon* (32.7%). No escaping into the trees this time!

#### 9.00 pm--My hero

Who's the ultimate action hero to get you out of trouble? Harrison Ford as Indiana Jones gets the highest vote to come to your rescue (30%).

#### 10.00pm--Sealed with a kiss

Take some tips from Leonardo DiCaprio and Kate Winslet by ending your day with the grand finale--the best kiss under the stars *Titanic* style, stealing 27% of the votes.

#### 10.00am--Payback time

24 hours later and it's time to pay for your day of decadence when you wake to experience the Best Hangover Scene, joining Nicolas Cage in *Leaving Las Vegas* (28%)

Commenting on the results Col Needham, managing director of the IMDb site said: "We were inundated with responses to the poll which suggests these key movie milestones really strike a chord. We've all had a "Jerry Maguire moment", but very few of us have the courage to follow through. These scenes may inspire us to take control of our lives, perhaps not to movie-character extremes, but at least to the point where we can re-assess our situations and act positively if need be."

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DVD currently available in the UK and is committed to offering every new DVD as the selection of titles expands.

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