

## 'Unleash Your X' campaign ahead of new X-Men film

In the lead up to the launch of X-Men: Days of Future Past on 23 May 2014, Mountain Dew is bringing fans closer to the action with the release of its 'Unleash Your X' Facebook campaign.



Over the coming weeks, the brand will unlock exclusive video content; go behind-the-scenes with stories from the set, interview the film's leading talent, analyse the characters' journeys through the seventh filming of the franchise and offer a video series of never-been-seen footage.

Fans can also explore and share character dossiers with images, posters and information, create their own mutant profile sharing their personal 'X' and enter for prizes

Anna Roca, SVP of international promotions at 20th Century Fox says, "We're excited to partner with Mountain Dew ahead of the international release of the film on May 23. Whether you are a long time fan of the X-Men universe or a newcomer who wants to get in the know before going to see the film, the 'Unleash Your X' experience is a great place to build excitement for this blockbuster."

For more information, visit [Facebook](#) and [@Mountain\\_DewSA](#) on Twitter or watch the Mountain Dew X-Men commercial.