



SXSW ANNOUNCES OPENING NIGHT FILM PREMIERE: PAUL FEIG'S *ANOTHER SIMPLE FAVOR*

[Press Accreditation](#) Deadline February 7 at 11:59pm CT

Film Teaser Art and Director Still can be found [here](#)

Austin, Texas, Tuesday, February 4, 2024 – South by Southwest® (SXSW®) Conference and Festivals (March 7-14, 2025) announced the Opening Night Film Premiere will be Amazon MGM Studios' *Another Simple Favor*, directed by Paul Feig, whose raucous female driven comedies *Bridesmaids* (2011) and *Spy* (2015) are intertwined with SXSW Film & TV Festival's long embrace and celebration of comedy to adoring audiences. The highly anticipated follow up to *A Simple Favor*, sees the return of Stephanie Smothers and Emily Nelson as they head to the beautiful island of Capri, Italy, for Emily's extravagant wedding to a rich Italian businessman. Along with the glamorous guests, expect murder and betrayal to RSVP for a wedding with more twists and turns than the road from the Marina Grande to the Capri town square. The film stars Anna Kendrick, Blake Lively, Andrew Rannells, Bashir Salahuddin, Elizabeth Perkins, Michele Morrone, Alex Newell, with Henry Golding and Allison Janney.

"When we saw this film last fall, we instantly knew it had to open SXSW - it gave us that electric feeling we live for as programmers," said Claudette Godfrey, VP Film & TV. "Paul Feig and SXSW share an unmatched love for bold, fearless comedy. From that unforgettable late night screening of *Bridesmaids* to *Spy*'s raucous world premiere, his films capture exactly what makes our festival special - wildly entertaining projects that push boundaries. We're beyond excited to reunite with Paul and kick off the festival with a film that had our entire team laughing, cheering, and immediately wanting to watch it again!"

"I couldn't be more thrilled to be back at my favorite festival in the world where we successfully launched *Bridesmaids* and *Spy*, and I cannot begin to say how honored I am to have our film opening it all," said director and producer Paul Feig. "I've avoided making sequels to any of my films but these characters were just too much fun not to revisit. So, to be able to have Anna, Blake, Henry, Andrew, Michele, Elizabeth, Alex and myself watch our film with the great SXSW audience is a bucket list event that I'll be able to check off March 7th and move playing drums for Dwight Yoakam's band up to the top slot."

The script, which is based upon characters by Darcey Bell, was written by Jessica Sharzer and Laeta Kalogridis. Produced by Feigco Entertainment's Paul Feig and Laura Fischer, executive produced by Jennifer Booth, Jessica Sharzer, and Marco Valerio Pugini. The film is a Lionsgate and Feigco Entertainment production.

You can read more about Paul Feig's previous SXSW premieres in our [25th edition Alumni Stories](#).

SXSW 2025 will also feature previously announced Opening Night TV Premiere *The Studio*, and hundreds of other [film and TV projects](#). Additional films to be announced on February 5.

In addition to film & TV festival screenings, registrants also have access to conference keynotes, featured speakers, mentor sessions, networking meet ups, music showcases, comedy festival showcases, Exhibitions and professional development. For more information on everything SXSW has to offer, please visit [sxsw.com](#).

Press Links:

- Film Stills can be found at: <https://filmmaker.sxsw.com/media>
- Publicists for projects in the 2025 program can be found [here](#).
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About SXSW Film & TV Festival

Now in its 32nd year, SXSW Film & TV Festival brings together creatives of all stripes to experience a diverse lineup and access to the music and comedy festivals plus conference sessions with visionaries from all corners of the entertainment, media, and technology industries.

About SXSW

SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of tech, film and television, music, education, and culture. An essential destination for global professionals, the annual March event features sessions, music, and comedy showcases, film and television screenings, exhibitions, professional development, and a variety of opportunities to meet and connect with people. SXSW proves that the most unexpected discoveries happen when diverse topics and individuals come together. SXSW 2025 will take place March 7–15 in Austin. Learn more at [sxsw.com](#). To register for the event, please visit [sxsw.com/attend](#).

SXSW's expansion into the Asia Pacific region, with SXSW Sydney starting in 2023 and Europe with SXSW London in 2025, provides new possibilities at this iconic experience. These events,

each with their own distinct flavor, make South By an indispensable three-stop tour for the global creative community.

SXSW 2025 Driven by Rivian. The SXSW 2025 Film & TV Festival is sponsored by Epidemic Sound, Redbreast, and *The Austin Chronicle*

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Editor's Note: Media Registration for SXSW is open until Friday, February 7, 2025. Please go to <https://www.sxsw.com/press-center/press-accreditation> to apply.

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