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Ireland's Wild Atlantic Way set to be seen by millions in new Star Wars' Force for Change film

Tourism Ireland in New York has teamed up with LucasFilm to offer Star Wars fans the chance to win a grand prize trip to Ireland, with a visit to the dramatic location of the final scene of *The Force Awakens*, Skellig Michael.

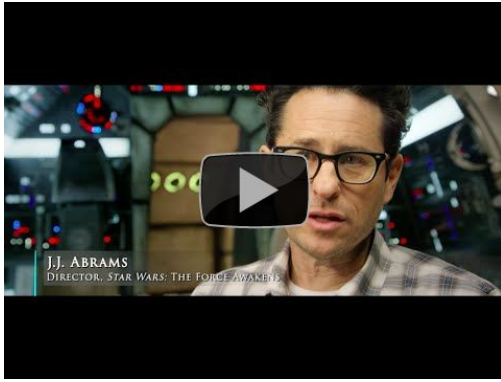
The competition was announced by LucasFilm president **Kathleen Kennedy** and by **Luke Skywalker himself, Mark Hamill**, who shared details of the prize through a short film which includes stunning footage of Skellig Michael.



This film has already been featured on [USA Today](#), [Entertainment Weekly](#), [The Hollywood Reporter](#) and [BroadwayWorld.com](#) and will be widely promoted across all the Star Wars owned platforms in the United States over the coming weeks (including on Twitter, to its 2.19 million followers), as well as by the four charities associated with "Force for Change". An extensive PR and publicity push by Lucasfilm is also helping to spread the word about the campaign.

[Read more](#) about Tourism Ireland's latest association with Star Wars.

View more from Tourism Ireland's high-impact campaign to promote Ireland's connection with *Star Wars: The Force Awakens*:



*A behind the scenes video, which has generated over **2.6 million** views on Facebook and Twitter.*



*A dedicated page on Ireland.com, which attracts over **16.6 million** unique views each year.*

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