

**Crocodile Tongues, Giant Bugs and One Enormous Peach:
Celebrate Family Day with Debut VIFF Kids Club, Screening
James and the Giant Peach with Film-Inspired Fun for Just \$10**



VANCOUVER, BC (FEBRUARY 3, 2025) – For BC Family Day on Monday, February 17, join VIFF for a classic family matinee, complete with film-inspired activities, and celebrate the launch of the [VIFF Kids Club](#)—a new year-round destination for family-friendly fun.

The VIFF Centre will screen [James and the Giant Peach](#), an inventive stop-motion animation and live action adaptation of Roald Dahl's beloved children's tale.

The film follows the adventures of James (Paul Terry), an orphaned young British boy and his band of enchanted insect friends. Forced to live with his cruel aunts (Joanna Lumley, Miriam Margolyes), James escapes his bleak existence when he is given a bag full of magic that creates an enormous enchanted peach. Climbing inside, he meets a group of friendly, caring insects who welcome him with open arms. Rolling into the sea inside the buoyant fruit, James and his new friends set sail for adventure and head for New York City to create a better life together.

Directed by Henry Selick and produced by Tim Burton, the duo who brought us *The Nightmare Before Christmas*, this enchanting film also boasts a witty score from Randy Newman. With painstaking attention to detail, it took three years to bring its whimsical world to life, one animated frame at a time.

VIFF Kids Club, priced at \$10 for all ages, will kick off at 11am with a series of activities inspired by the film. Kids will have the opportunity to create their own bug antennae headbands and have their favourite fruit or bug painted on their cheek.

VIFF's concession will also be offering a special *James and the Giant Peach* snack box—peach juice and fuzzy peaches included—before the film begins in the state-of-the-art VIFF Cinema at noon.

Jessa Alston-O'Connor, VIFF's Youth Engagement Programmer said:

"We're thrilled to kick off VIFF Kids Club with this well-loved classic. *James and the Giant Peach* isn't just a magical piece of cinema, it also teaches us about the importance of friendship, bravery, acceptance, and teamwork. Combining curated entertainment in Vancouver's comfiest cinema with fun, film-inspired activities, there's no better way to spend Family Day."

VIFF Kids Club: James and the Giant Peach

February 17, 11am, VIFF Centre

Rated PG – recommended for ages 7 and up, may frighten young children

Doors Open and Activities Begin: 11 am

Screening Begins: 12 pm

Ticketing Link:

<https://viff.org/whats-on/james-and-the-giant-peach/>

Media Kit

[Download assets here.](#)

Ticket Prices:

Kids Club tickets are available to all at the discounted price of \$10 this BC Family Day. Adult tickets for the VIFF Cinema are usually \$16. Kids Club screenings are designed for families to attend together. Children must be accompanied by an adult.