



Independent Cinemas  
Association of Australia

For immediate release

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### ICAA LAUNCH *MY CINEMA PREMIERE* WITH *LAST CAB TO DARWIN*

The Independent Cinema Association of Australia (ICAA) today launched *My Cinema Premiere* and announced that the highly anticipated *LAST CAB TO DARWIN* will be the first film to premiere under this exciting new initiative supported by Screen Australia's Enterprise Growth program. The CEO of ICAA Adrienne Pecotic made the announcement at the ICAA Conference, currently taking place at Dendy Opera Quays.

*My Cinema Premiere* has been created to allow cinema audiences throughout Australia to enjoy the glamour and excitement of an exclusive premiere event, often reserved for audiences who live in capital cities. *My Cinema Premiere* is a branded series of special event and preview screenings designed to grow the audience for select films in ICAA Independent Cinemas as part of the *My Cinema* marketing platform. These events will be hosted nationally by ICAA and will provide participating member cinemas with a targeted marketing and communications program.

"Independent Cinemas represent 30% of the Australian national cinema market and 80% of regional. In the last year, working together through the *My Cinema* marketing platform, we have had terrific success offering exciting national campaigns to independent cinema audiences. We have delivered greater box office success for films like 'Paper Planes', making independent cinema businesses more sustainable. The addition of *My Cinema Premiere* events will for the first time deliver a special event experience to patrons in many communities around Australia, especially in country areas," said ICAA President Scott Seddon.

*My Cinema Premiere* screenings of *LAST CAB TO DARWIN* will run from 30 July to 5 August, before it is released by Icon on August 6. Michael Caton stars in the performance of a lifetime alongside Jacki Weaver as you've never seen her before. The film also features breakout performances from Mark Coles Smith, Ningali Lawford-Wolf and Emma Hamilton; alongside a stellar Australian support cast.

Greg Hughes, CEO Dendy/Icon Group said, "*My Cinema Premiere* is an exciting new initiative and Icon Film Distribution is delighted to be 'first cab off the rank' with *LAST CAB TO DARWIN*. Filled with hope, humour and heart, this moving Australian film and the *My Cinema Premiere* events to launch it will be supported with a dedicated package of additional content, point of sale materials; a chance for patrons to win a trip for two to Darwin valued at \$5,000 and runner up prize packs worth \$100."

"We are thrilled to bring this new initiative to My Cinema sites all across Australia," Said Adrienne Pecotic CEO of ICAA. "Participating indie cinemas will be able to roll out the red carpet and bring the glamour and excitement of a premiere film event to their local patrons and VIPs. New digital technology means that a My Cinema Premiere preview screening will include exclusive interview footage and Q&A with the stars of "Last Cab to Darwin" no matter how remote the cinema location."

Today's announcement of *My Cinema Premiere* follows the successful launch in 2014 of ICAA's *My Cinema*, a marketing platform that brings ICAA member exhibitors together with national promotions and strategic partnerships. Australian films feature in the *My Cinema Premiere* series with the support of the Screen Australia Enterprise Growth program.

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#### About ICAA

The Independent Cinemas Association of Australia (ICAA) represents independent cinema exhibitors and has members in every state and territory in Australia including large and small businesses such as Reading, Palace, Grand, Wallis, Dendy and iconic cinema sites such as the Hayden Orpheum and Cinema Nova. ICAA represents over 80% of regional cinemas – mostly small family businesses.

Independent cinemas comprise 25% of the 1991 cinema screens in Australia and 32% of cinema sites – with ICAA representing the owners and operators of 669 cinema screens across 161 cinema locations ranging from rural areas through to metropolitan multiplex circuits.

For more information: Contact Adrienne Pecotic CEO of ICAA on 0414 66 45 66.