



Independent Cinemas  
Association of Australia

## ICAA ANNOUNCES INAUGURAL NATIONAL WINNER OF THE *MY CINEMA* DISNEYLAND PRIZE PROMOTION

Sydney: 12 November, 2014

The Independent Cinema Association of Australia (ICAA) is delighted to announce the major prize winner of its first My Cinema Promotion – Win a Family Trip for Four to Disneyland California.

Congratulations to Hayden Miller and family of Montrose Victoria who saw *Planes Fire and Rescue* at Croydon Cinemas and lodged the lucky entry form.

ICAA officially launched its *My Cinema - The Heart of the Community* marketing platform and website in August with this inaugural national promotion for the Disney release of *Planes Fire and Rescue*.

Scott Seddon, President of ICAA said “We are tremendously excited for the Miller family from Victoria and for independent cinemas all over the country. This is the first time our small businesses have been able to join together to offer our patrons the opportunity to win such a fantastic prize. Thank you to all our participating cinemas, and especially to Disney for supporting the first My Cinema promotion.”

### About My Cinema

By operating as a national umbrella circuit of Australian independent cinemas, *My Cinema* creates powerful marketing opportunities for cinemas and their audiences to participate in coordinated promotional campaigns across over 160 member locations.

The public access information about My Cinema promotions from the cinemas' own websites and social media, supported through ICAA's [mycinema.com.au](http://mycinema.com.au) website.

The Disney, “Planes Fire and Rescue” promotion was the first in a series of competitions that will be on offer, with the next to celebrate the release of the new Australian film “Paper Planes” in January, co-written and directed by Robert Connolly and starring Sam Worthington and Deborah Mailman, which recently won the CinefestOz prize for Best Film – the richest film prize in Australia.

By aggregating ICAA members as 30% of the market, the *My Cinema* group has the strength to attract national promotions and campaigns with distributors and commercial brands that many individual independent exhibitors would not be able to attract.

Ms Pecotic, CEO of ICAA said that “Both Disney and Roadshow Films quickly saw the value of *My Cinema* in building audiences for their titles across the independent circuit, including at regional locations across the country.”

“*My Cinema* has been carefully designed to provide ICAA member exhibitors with the benefits of working together on national promotions whilst still keeping the spotlight firmly on each member’s brand and customers. With the tagline ‘The Heart of the Community’, *My Cinema* also provides an opportunity to promote the message that independent cinema is the social hub of communities, offering quality entertainment at affordable prices. We want to ensure that consumers choose going to the movies as a priority and make independents their cinema of choice,” Ms Pecotic said.

All ICAA members are automatically part of the *My Cinema* group and can choose to ‘opt in’ or not to any promotions that meet their business needs. Promotional materials and templates are available to all cinema operators, with the capability for large audio-visual files to be delivered via ICAA’s NOC digital operations centre.”

“It’s about working together to help each ICAA member compete effectively in the national market. We already have two fantastic national promotions and many more exciting opportunities on the horizon. It’s a Win/Win scenario for ICAA members and our distributors and suppliers,” Ms Pecotic said.

## 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.