



Independent Cinemas
Association of Australia

FIRST AUSTRALIAN FILM TO BE SUPPORTED BY ICAA WITH A NATIONAL MY CINEMA PRIZE PROMOTION VALUED OVER \$10,000

Sydney: 14 January 2015

Australian family film 'Paper Planes' opens nationally in cinemas this week and is the first Australian film to be promoted by the Independent Cinemas Association of Australia (ICAA) My Cinema marketing platform and website.

Following an inaugural national promotion for Disney in September last year ICAA is delighted to partner with Roadshow Films to promote the award winning Australian film *Paper Planes* in 91 member cinemas all across Australia.

“By operating as a national umbrella circuit of Australian independent cinemas, *My Cinema* creates powerful marketing opportunities. Now, with the support of Screen Australia and Roadshow Films we have been able to harness the new platform to support an Australian film title, marketing the exciting ‘See Paper Planes To Win a Family Trip for Four to Tokyo’ competition direct to our indie cinema audiences.” said Adrienne Pecotic CEO of ICAA

Independent cinemas are the most supportive sector for Australian films. Indies comprise 25% of the cinema screens in Australia - yet in recent years the sector has contributed just under 43% of the Box office for the top 10 Screen Australia funded movies.¹

“ICAA is uniquely placed to amplify the efforts of distributors of Australian film seeking to secure the attention and screen programming of our members across Australia. We are actively seeking partners for coordinated promotional campaigns to more effectively market Australian films to our cinema audiences.” said Pecotic

Australian film *Paper Planes*, co-written and directed by Robert Connolly, won the CinefestOz prize for Best Film – the richest film prize in Australia – and is now being widely marketed by ICAA members and Roadshow Films to audiences across the country. Starring Sam Worthington, Ed Oxenbould and Deb Mailman, the film tells of one boy’s passion for flight against the odds. Born in remote country Australia, Dylan’s life will forever change when he wins a spot in the Regional Paper Plane Championships in Sydney.

“As Dylan lands a trip to Tokyo in Japan, participating My Cinema locations are for the first time giving our local families a chance to do exactly the same! We are incredibly excited to support such a warm and engaging Australian film while giving many, especially regional audiences, the first ever opportunity to win a trip to Tokyo.” said Pecotic

The 'Win A Family Trip For Four to Tokyo' competition is authorised under NSW Permit No. LTPS/14/09021, SA License No. T14/2125, VIC Permit No. 14/5700, ACT Permit No. 14/04015.

For Terms & Conditions, go to: www.mycinema.com.au.

For more info on Paper Planes go to www.paperplanesmovie.com.au

¹ Based on Rentrak BO figures

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 website.

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 select 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. 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.

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