



Independent Cinemas  
Association of Australia

## **PAPER PLANES MOVIE BECOMES A REALITY FOR TOWNSVILLE FAMILY.**

Sydney: 19 March 2015

Congratulations to Sarah-Jane Hume from Bohle Plains in Townsville – WINNER of the My Cinema *Paper Planes* competition!

Sarah-Jane Hume and her family are the newly announced winners of a family trip for four to Tokyo, Japan thanks to the Independent Cinema Association of Australia (My Cinema) and Roadshow Films this March.

Sarah-Jane Hume - a Primary School teacher from Bohle Plains - entered into the competition to win a trip to Tokyo when she and her family saw Paper Planes at Reading Cinemas in Townsville.

Participating independent cinemas across the country have been overwhelmed by the positive response to the first-ever My Cinema promotion for an Australian Film. "Paper Planes", co-written and directed by Robert Connolly and starring Sam Worthington and Deborah Mailman, has been hugely popular with audiences around Australia.

Since the competition kick-off on 15 January 2015, thousands of entries have been received nationally as Paper Planes moviegoers flew entry forms into the draw for their chance to win.

Much to her surprise and elation, Sarah-Jane's entry was selected at midday on Wednesday, 18 March 2015 as the winning entry form.

Adrienne Pecotic, CEO of ICAA said "A huge CONGRATULATIONS go out from the team at My Cinema to Sarah-Jane and her family – soon to be on their way to Tokyo, Japan! Thank you to all our participating cinemas, and especially to Roadshow and Screen Australia for supporting the first My Cinema promotion for an Australian film."

Cinemagoers can join the action and have the chance to be the next competition winner, by registering on the [My Cinema mailing list](#) – and stay tuned for our next competition announcement!

### **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

"*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 or if you would like to partner with ICAA on My Cinema Promotions: Contact Adrienne Pecotic CEO of ICAA on 0414 66 45 66.