



Michelle's shot for the stars on seeing A STAR IS BORN and won \$5,000 making her dreams a reality

To celebrate the release of *A Star Is Born*, Roadshow Films and My Cinema provided the chance to win \$5,000 which has been won by Michelle Bedgood from Victoria who saw the film at Regent Cinema Ballarat.

Michelle "went to see the film with her daughter" and "loved the film". Michelle tries to get to Regent Cinema Ballarat once a month "the seats are so comfortable". My Cinema was pleased to hear of her win this close to Christmas.

Stewart Moors, Director of Marketing, Sales and Finance at Regent Cinema Ballarat was delighted to hear they had the major prize winner, their first in the My Cinema promotions.

One minor prize winner from each participating My Cinema location won a copy of the official soundtrack for *A Star Is Born*, featuring Lady Gaga and Bradley Cooper.

Entry was by purchasing a ticket at a participating My Cinema location to see *A Star Is Born* from 17 October 2018 and filling in the online entry form before 6 pm 28 November 2018.

For more information about My Cinema visit www.mycinema.com.au.

A Star Is Born has 5 Golden Globe nominations including Best Motion Picture Drama, Bradley Cooper Best Director and Best Actor Drama. Lady Gaga also has two Golden Globes nominations Best Actress Drama and for Best Original Song "Shallow".

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About My Cinema

By operating as a national marketing platform for Australian independent cinemas, My Cinema empowers independent cinemas to offer their local audiences' access to fantastic prize competitions and special events across over 150-member locations. The public access information about My Cinema promotions from the cinemas' own websites and social media, supported through ICA's My Cinema website and new Facebook page.

About ICA

Independent Cinemas Australia (ICA) represents independent cinema exhibitors and has members in every state and territory in Australia including large and small businesses such as Palace, Grand, Wallis, Dendy and iconic cinema sites such as the Hayden Orpheum and Cinema Nova. ICA 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 ICA representing the owners and operators of 674 cinema screens across 159 cinema locations ranging from rural areas through to metropolitan multiplex circuits.