



A WONDER-ful win for John and Cerebral Palsy Alliance

Roadshow Films and My Cinema offered the chance for a patron seeing the movie WONDER at participating My Cinema locations to win \$5,000 cash for themselves plus \$5,000 for their chosen registered Australian charity.

The major prize has been won by John Bailey from Caringbah NSW; John went with his girlfriend to Dendy Cinemas Opera Quays to see WONDER and entered the promotion there. “Loved the movie, it was really great, first visit to Opera Quays. It’s actually a great place and is even better now” said John who is a regular visitor at Dendy Cinemas Newtown.

Gemma Mumford from Dendy Cinemas said “We are delighted that John has won this terrific prize at Dendy and what a wonderful time of year to ‘choose kind’ and be able to support your chosen charity that do such important work.”

“That’s amazing” John said on hearing of his win, he has also chosen for the \$5,000 to go to Cerebral Palsy Alliance.

[Cerebral Palsy Alliance](#) is an organisation that provides family-centred therapies, life skills programs, equipment and support for people living with cerebral palsy and their families. Their priority is to help babies, children, teenagers and adults living with cerebral palsy lead the most comfortable, independent and inclusive life possible. Their therapy teams work with individuals and families to maximise their participation in the community.

To ensure people with cerebral palsy have access to high quality and innovative services and programs, Cerebral Palsy Alliance provides professional development and training for employees within the disability sector. They also fund important cerebral palsy research in Australia and overseas through their Research Foundation. Cerebral Palsy Alliance operates from 55 sites throughout metropolitan, regional and rural NSW and the ACT.

The My Cinema promotion also had WONDER books valued at \$19.99 up for grabs as minor prizes at each of the 70 participating cinemas around Australia.

Entry was by purchasing a ticket to see WONDER at a participating My Cinema, filling in the entry form provided at the box office and putting it into the #CHOOSEKIND Jar.

The popular novel is on the suggested texts list for the English K-10 Syllabus with [Secondary Teachers Notes available](#).

Join other Aussie’s who are making a commitment to be kinder in their lives by signing the pledge at www.choosekind.org.au

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

For media enquiries please contact Lucy Robson ICA Marketing and Communications Manager 0419 290 666

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 all our 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 Facebook page.

About ICA

Independent Cinemas Australia (ICA) [previously known as Independent Cinemas Association of Australia] 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 around 80% of regional cinemas – mostly small family businesses.

Independent cinemas comprise 26% of the 2084 cinema screens in Australia– with ICA representing a wide range of cinema locations from rural areas right through to metropolitan multiplex circuits.