



Independent Cinemas  
Australia

## Experiencing the “Baywatch” dream a Little

**AUSTRALIA: 14 July, 2017**

The BAYWATCH My Cinema major prize of a trip for two to Hawaii has been won by Felicity Little from Miles, Queensland. Felicity and the friend who saw the film with her will experience the “Baywatch” dream; Glorious sunshine, white sand, great surf and beautiful lifeguards, all in Hawaii!

Felicity entered the My Cinema competition at Chinchilla Cinema in Queensland which is close to her home. She was a little bit overwhelmed when first told of her win but excited and has since been on ‘cloud 9’.

It’s quite a story of her being at the Cinema that day, which Felicity has shared with us:

Felicity and a girlfriend each have 2 children and that particular day was the first time either of them had a day without the kids. They decided to have a ‘pamper day’ and went to Dalby (1.5 hrs drive from their home town of Miles) for facials and haircuts. While waiting to catch up with another friend of theirs in Chinchilla on their way back home, they decided to catch a session of Baywatch. They filled in their forms vowing if either won, they’d take the other on the holiday.....and the rest is history!

The major prize for 2 valued at \$10,000 includes:

- Return economy class flights from winner’s nearest capital city to Honolulu
- Return Private airport transfers to Waikiki accommodation
- 6 nights’ Waikiki hotel in a minimum 4 star hotel, based on twin share
- The Surf bus full day tour from Waikiki including; Transport, SUP or Surfing lesson, North Shore touring, guide and Lunch
- Jet Ski Rental at Maunalua Bay including; Transportation from Waikiki
- Full day Big Island tour including Roundtrip domestic flights from Waikiki, transportation and guide

Congratulations from all the team at Independent Cinemas Australia (My Cinema), Chinchilla Ironbark Theatre Cinema, and Paramount Pictures Australia.

Joanna Bender, manager of Chinchilla Cinemas said in regards to My Cinema promotions and having one of their patrons as the major prize winner “...I think they’re wonderful and I’ve always told my patrons to fill them out... now I’ll be able to tell them it’s happened before so it can happen again...”

**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 new Facebook page. My Cinema also supports Independent Films.

## **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.