



Change Your New Year!

WIN \$10,000

for you and your family, thanks to

**INSTANT
FAMILY**

In Cinemas January 10

T&Cs apply see MyCinema.com.au Authorised under SA Permit No. T18/2061;
NSW Permit No. LTP5/18/29856; ACT Permit No. TP 18/02270



Independent Cinemas
Australia

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To celebrate the release of [Instant Family](#) in Cinemas January 10, Paramount Pictures and My Cinema are providing one lucky winner the chance to win \$10,000!

One minor prize winner from each participating My Cinema location will win an *Instant Family* merchandise pack including Chore Chart, 6" Plush Bear, and Photo Cube.

Entry is by purchasing a ticket (one ticket per entry) at a participating My Cinema location to see *Instant Family* and filling in the [online entry form](#) open 9 January and closing 6 pm 20 February 2019.

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

When Pete (Mark Wahlberg) and Ellie (Rose Byrne) decide to start a family, they explore the world of adoption. When they meet a trio of siblings, including a rebellious 15-year-old girl (Isabela Moner), they find themselves unexpectedly speeding from zero to three kids overnight. Now, Pete and Ellie must hilariously try to learn the ropes of instant parenthood in the hopes of becoming a family. INSTANT FAMILY is inspired by the real events from the life of writer/director Sean Anders and also stars Octavia Spencer, Tig Notaro and Margo Martindale. In cinemas January 10, 2019.

Facebook: [/ParamountPicturesAU](#) [/MyCinemaAustralia](#)

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#InstantFamily

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 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 26% of the 2,210 cinema screens in Australia and 29% of cinema sites – with ICA representing the owners and operators of 585 cinema screens across 152 cinema locations ranging from rural areas through to metropolitan multiplex circuits.