



Independent Cinemas Australia launches My Cinema Charity

ICA in conjunction with the Mark Sarfaty Cinema and Performing Arts Benevolent Fund and Icon Films is delighted to announce the launch of *My Cinema Charity* a 'My Cinema' platform especially designed to assist our independent exhibitor members and their communities support fundraising for select charities across Australia.

The first event will be charity preview screenings of *The Man Who Invented Christmas*— proudly supporting [beyondblue](http://beyondblue.org.au)

A donation from every ticket sold will go to support the work of *beyondblue* dedicated to improving the lives of the people and communities that are affected by anxiety, depression and suicide – and creating change that will protect everyone's mental health. Donations will also support the [Mark Sarfaty Cinema and Performing Arts Benevolent Fund](http://www.marksarfaty.com.au).

Denis Parkes, Chairman of the Mark Sarfaty Cinema and Performing Arts Benevolent Fund said "We are delighted to partner with *beyondblue*, a national charity well-known for providing information and support to help Australians achieve their best possible mental health, whatever their age and wherever they live."

Scott Seddon, President of ICA said "On behalf of ICA Board I would like to thank Icon Films and all the exhibitors who have pledged their support for THE MAN WHO INVENTED CHRISTMAS My Cinema Charity preview screenings from 15 to 29 November 2017. We are confident the *My Cinema Charity* model provides a simple and sustainable framework to encourage both members and distributors to support fundraising activity in the community."

Based on the book by Les Standiford, THE MAN WHO INVENTED CHRISTMAS tells the story of how Charles Dickens (Dan Stevens from TV's Downton Abbey) actually revived the holiday of Christmas with his self-published novel, A Christmas Carol. Facing pressure with looming debt, a feckless father (Jonathan Pryce from Woman in Gold, TV's Game of Thrones, Tomorrow Never Dies) and recent critical failures, Dickens confronts his past by conjuring up fantastic characters including Ebenezer Scrooge (Christopher Plummer from Remember, The Girl with the Dragon Tattoo, Beginners), for his now classic Christmas tale. Full of wit and warmth, THE MAN WHO INVENTED CHRISTMAS will bring out the holiday

spirit in everyone. Also starring Miriam Margolyes (Harry Potter franchise, TV's Miss Fisher's Murder Mysteries, Romeo + Juliet)

For more information and participating cinemas 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 a majority 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.