



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

INSTANT FAMILY gives a \$10,000 new year change to a patron of Forum 6 Cinema Wagga Wagga

To celebrate the release of *Instant Family*, Paramount Pictures and My Cinema provided the chance to win \$10,000 which has been won by a patron of Forum 6 Cinema in Wagga Wagga.

Elle went to see *Instant Family* with her family after a family dinner and they loved it and now it has won her ten thousand dollars. Elle is a member of the Forum 6 Film Club and goes to the cinema 5 times a month. When asked by Adrienne Pecotic, CEO of Independent Cinemas Australia if she had any thoughts on how she would spend the money Elle responded, "oh my goodness" with Uni the first thing on her mind.

Craig Lucas, Manager of Forum 6 Cinema in Wagga was very excited that the winning patron was from their cinema and is ready to pop the champagne.

One minor prize winner from each of the 50 participating My Cinema locations has won an *Instant Family* merchandise pack including Chore Chart, 6" Plush Bear, and Photo Cube.

Entry was 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 before the promotion close on 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.

Facebook: [/ParamountPicturesAU](https://www.facebook.com/ParamountPicturesAU) [/MyCinemaAustralia](https://www.facebook.com/MyCinemaAustralia)

Twitter: [@ParamountAU](https://twitter.com/ParamountAU)

Instagram: [@ParamountAU](https://www.instagram.com/ParamountAU)

#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 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 580 cinema screens across 150 cinema locations ranging from rural areas through to metropolitan multiplex circuits.