

MEDIA RELEASE – August 13, 2018

INNOVATIVE PROGRAM LAUNCHED TO BRING AUSTRALIAN THEATRE TO THE CINEMA

Independent Cinemas Australia (ICA) together with Australian National Theatre Live (ANTLive) today launched a totally new and innovative arts initiative bringing top class Australian Theatre to cinema audiences across the country.

Three productions filmed in front of live audiences will feature in the first *My Cinema Select Spring Season* sharing the unique experience of a night at the theatre with independent cinema patrons.

“Today’s Cinemagoers want more than just a film they could view at home, they want a total cinema experience, something new, something different - perhaps something they have never experienced before.” Says [Grant Dodwell, co-founder of Australian National Theatre Live](#). “We provide that experience, transporting you to a front row seat of a filmed live, on-stage theatre production featuring the best Australian playwrights, the best Australian production design and the best Australian performances all captured with the latest audio-visual digital technology. “

“Independent cinemas are focused on increasing audience access to more diverse films and filmed experiences including opera, ballet and theatre. Our recent ACCC authorisation allows us to work more closely with partners like ANTLive to deliver this diversity.” says ICA, CEO Adrienne Pecotic

“The iconic Australian theatre productions featured in the Spring Season are rarely offered in regional Australia and are usually sold out in the capital cities. We are delighted to be working with ANTLive and offering a fantastic prize with the Sydney Theatre Company so our audiences don’t miss out and can be the first to experience Australian theatre on the big screen at 23 participating locations.“

The [My Cinema Select 2018 Spring Season](#) features 3 very different plays screening from September to November. They all tell distinctly Australian stories, as identifiable as *Red Dog*, *Last Cab to Darwin* and any other great Australian story.

THE DAPTO CHASER:

“A whippet smart play, a family saga set in the sub culture of dog racing” – *Australian Stage*

For the Sinclair family, the cut-throat world of greyhound racing is a religion, and their beloved dog, Boy Named Sue, is more than a greyhound; he’s their heart and soul on four legs. With the crucial Winnebago Classic on the horizon, Cess Sinclair has one shot at reversing his family’s fortunes for good. Against all the odds, he’s betting on a miracle.

STC WHARF REVUE:

“A sharp, incisive satire and deliriously cheap gags” – *The Daily Review*

Over 15 years and 21 shows, they’ve mercilessly mocked a parade of past and present indignities – a who’s who of 21st century embarrassments, from the politicians to the celebrities – all skewered on the stake of seriously side-splitting satirical silliness and musical mayhem. It’s the usual suspects, Howard Tampa’s with refugees, Rudd give pennies from Kevin, Gillard refuse to be lectured by “that man”, “that man” scraped the

carbon tax, stopped the boats and – um – got the budget back into surplus... But no one has been able to outplay, outwit or outlast *The Wharf Revue*.

AWAY:

An epic tale of suburbia replaced with the dark spectacle of a tempest.

It is summer, 1967, and three families head for the coast to get away, to move on, to change. Set against the backdrop of an Australia recovering from the Vietnam War, and wrestling with social upheaval, this production, one of Australia's greatest classics, pits the internal conflict of family life against the struggle of a country shaping its future. Matthew Lutton's production of *Away* unleashes the full theatricality of the pressures of family secrets that eventually swell and gather into a storm.

The season also offers patrons the chance to win a trip to a Sydney Theatre Company 2019 production with 2 night's accommodation and dinner for two valued up to \$4,600:

- Return economy direct flights to Sydney
- Return airport/hotel transfers and Sydney ground transport [to maximum value of \$300]
- 2 nights twin shared four-star hotel accommodation including breakfast in central Sydney
- 2 tickets to a STC play of your choice in the 2019 Season [subject to availability]
- Dinner for two to the value of \$350

There is also a Minor Prize of a STC Wharf Revue Blu-ray and STC Wharf Revue Cinema Poster valued at \$35.00 to be given away at each participating My Cinema location.

Patrons enter by purchasing a ticket to see ANTLive: THE DAPTO CHASER from 1 September, and/or STC WHARF REVUE in September or October and/or AWAY from 15 November 2018 at participating My Cinema locations and filling in an online entry form.

The competition opens 31 August 2018 and closes 30 November 2018. The promotion terms and conditions, participating cinemas and permit numbers are detailed on www.mycinema.com.au.

"At ANT Live we are passionate about creating more places for theatre - overcoming the barriers of location, affordability and accessibility so that anyone can enjoy this modern yet ancient art form. We thank ICA and their My Cinema platform for this opportunity." Said Dodwell.

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About Australian National Theatre – Live

ANTLive is a completely new development in the fine-arts world in Australia, employing digital innovations in the recording, distribution and exhibition industry enabling it to produce, share, screen and promote theatre to all Australians no matter how remote.

The benefits are twofold; to highlight the talents of this country's best theatre actors and producers and extend the life and affordability of great theatrical productions making them more accessible to audiences everywhere.

“ANTLive has a great respect and understanding of the craft and conventions of both the film and theatrical world”, says director Grant Dodwell, “now we have found a way of capturing great theatrical performances on film without compromising the ‘live’ experience enjoyed by theatre-lovers in person. Indeed, many say, the experience is even better”.

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 up to 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) [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 Reading, 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 25% of the 1991 cinema screens in Australia and 32% of cinema sites – with ICA representing the owners and operators of 578 cinema screens across around 150 cinema locations ranging from rural areas through to metropolitan multiplex circuits.

Experience a Night at The Theatre

My Cinema Select presents
The Dapto Chaser
The Wharf Revue
Away

AUSTRALIAN NATIONAL THEATRE LIVE

PROMOTION BY my cinema

Watch any of these iconic Australian Plays at the cinema for your chance to
WIN a trip to a Sydney Theatre Company 2019 production
including 2 nights accomodation and dinner for two

FIND OUT MORE

SA Permit No. TBA; NSW Permit No. LTP5 /18/26395; ACT Permit No. TP 18/01397 see MyCinema.com.au for details