



MY CINEMA LUNCHING WITH CRAIG SILVEY, AUTHOR OF JASPER JONES

AUSTRALIA: 9 February, 2017

Independent Cinemas Australia (ICA) is proud to announce its latest My Cinema promotion, partnering with Madman Entertainment on the new Australian film JASPER JONES. Adapted from Craig Silvey's bestselling Australian novel and featuring a stellar cast including Toni Collette, Hugo Weaving, Levi Miller, Angourie Rice, Dan Wyllie and Aaron McGrath, JASPER JONES is the story of Charlie Bucktin, a bookish boy of 14 living in a small town in Western Australia.

JASPER JONES releases March 2 with 27 cinemas premiering the film on or between 24 February and 5 March with exclusive footage including a recorded Q&A with the filmmaker, behind the scenes footage featuring key cast, plus footage from the Australian premiere. Each audience member at the My Cinema Premiere screenings will receive a JASPER JONES bookmark.

Audiences at all 75 participating cinemas will have the chance to win a trip for four people to Australia's South West and money can't buy experience – lunch with Craig Silvey.

The major prize is valued up to \$8,000 and includes:

- Return flights from your nearest capital city to Perth for 4 people
- Rental car hire for 4 days
- 1 nights accommodation for 4 people in Perth including breakfast
- 3 nights accommodation for 4 people in a 2 bedroom chalet, including breakfast at [Karri Valley Resort](#)
- A [Pemberton Discovery Tours Beach and Forest Eco Adventure](#) for 4 people
- A money can't buy experience – lunch with Jasper Jones author Craig Silvey
- Lunch at [Tall Timbers Manjimup](#)
- A visit to the [Gloucester Tree and the Diamond Tree](#) to climb to new heights

With thanks to [Tourism WA](#), [Australia's South West](#), [Pemberton Visitor Centre](#), [Karri Valley Resort](#), [Pemberton Discovery Tours](#), [Tall Timbers Manjimup](#), [Holy Smoke! Gourmet Cafe](#) and [West Australian Department Of Parks And Wildlife](#)

There is also a minor prize of a signed JASPER JONES novel and pack of 3 Australian DVDs valued at \$90 to be given away at 75 participating My Cinema locations.

Screen Australia Enterprise Funding assists the inclusion of Australian films in the My Cinema program.

The competition opens in the lead up to the film's release for pre-bookings from 13 February and closes 13 April 2017. The promotion terms and conditions, participating cinemas and permit numbers are detailed on 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 over 162 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 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 674 cinema screens across 162 cinema locations ranging from rural areas through to metropolitan multiplex circuits.