

THE NEW ZEALAND MOTION PICTURE EXHIBITOR'S ASSOCIATION INC.

HUNT FOR THE WILDERPEOPLE – A BIG WIN FOR 9 YEAR OLD ALEX

New Zealand: 12 May 2016

Congratulations to Alex Brown, from Te Kauwhata – WINNER of the My Cinema HUNT FOR THE WILDERPEOPLE family trip to Rotorua competition!

Nine year old Alex entered the competition when he saw HUNT FOR THE WILDERPEOPLE with his family at his local cinema – [Cinema 3 in Pukekohe](#). Alex and his family will soon be flying Air New Zealand to Rotorua, Alex, his thirteen year old sister Megan and their parents saw the movie on a Saturday afternoon after which they had a family meal together.

Alex's mum Emily said "We all just loved Hunt for the Wilderpeople, it was a great movie and as soon as it comes out on DVD I'm buying it!" They will now enjoy discovering New Zealand's Wilderness with a family trip for four to Rotorua valued at over \$3,500 including:

Return *Air New Zealand* flights from Auckland into Rotorua.

2 nights accommodation for two adults and two children at the [Sport of Kings Motel](#) two bedroom apartment.

[Rotorua Canopy Tours](#) three hour zipline adventure with Kiwi guides for two adults and two children.

[Agrodome](#) Farm Show, Eco Farm Tour Family and entry to the Shearing Museum. Pass for 2 Adults and 2 children.

[Rainbow Springs](#) Family pass for 2 adults and 2 children to the daily bird show, unlimited rides on the recent addition the Big Splash, day and night time kiwi viewing and other animal experiences.

[Redwoods Treewalk Rotorua](#) to feel the spirit of Rotorua's iconic Redwood Forest from above and up close to these 110-year-old gentle giants. This suspended 30-minute ecological walk provides a unique bird's eye perspective of the forest, capturing its picturesque beauty and ambience for young and old.

Thanks to the New Zealand Motion Picture Exhibitor Association (My Cinema), Madman Entertainment, Piki Films, Destination Rotorua and Air New Zealand.

Mark Christensen, President of NZMPEA said "A big CONGRATULATIONS go out from the team at My Cinema to Alex and his family – soon to be enjoying their own Wilderpeople adventure. Thank you to all our participating cinemas, and especially to Madman and Piki Films for supporting the inaugural My Cinema promotion with *Hunt for the Wilderpeople*."

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NZMPEA member exhibitors expressed enthusiasm to be on board with this New Zealand film and have been able to offer their local cinema patrons the chance to win a very wild prize as they joined together for this New Zealand launch.

The film has generated lots of success stories for NZMPEA members.

Independent Cinemas in NZ currently have 42% market share of the Wilderpeople box office with 2 independents in the top 10 locations. Some Indie sites increased over 20% in Week 4. Now 6 weeks from the film Premiere on 30 March many cinemas are still having sold out sessions.

Matakana Cinemas announced that this past weekend, Hunt for the Wilderpeople overtook Star Wars: The Force Awakens to be their highest grossing film of all time!

Monterey Upper Hutt Cinema, Wellington have two patrons who have seen the film five times so far bringing their friends to see it. The film is also bringing people back to cinema who have not been for a couple of years.

“We had 33 sites participate in the My Cinema *Hunt for the Wilderpeople* promotion, which was a great way to launch the My Cinema brand and resonate with audiences in New Zealand. We are eager to continue this success with future promotions.” said Mark Christensen.

The runner-up prize of a Goodnature A24 Rat Trap and Counter valued at \$199 was won by Tania Haraki of Blenheim who saw the film at Top Town Cinemas Blenheim. Goodnature traps help achieve a natural environment in which native species can survive, thrive and flourish, free from the threat and destruction of introduced pests.

Audiences can head to the [My Cinema website](#) to keep up with current competitions and find their nearest My Cinema in New Zealand. They can also subscribe to receive the latest news about My Cinema promotions and giveaways, by registering on the [My Cinema mailing list](#).

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ABOUT NZMPEA

NZMPEA (NEW ZEALAND MOTION PICTURE EXHIBITOR'S ASSOCIATION) is the national association for cinema owners and operators in New Zealand representing 139 Independent cinema screens throughout New Zealand including city and provincial multiplexes, city arthouses, and small town cinemas. NZMPEA is a non-profit incorporated society, founded in 1926 to represent and advance the interests of its members and the advancement of cinema exhibition in New Zealand.