



Independent Cinemas
Association of Australia

For immediate release

Sydney: 3 September, 2015

ICAA TO HOST LARGEST *MY CINEMA* COMPETITION YET WITH SONY'S PIXELS

The Independent Cinema Association of Australia (ICAA) today unveiled its latest My Cinema promotion, partnering with Sony Pictures to bring the family 3D comedy *PIXELS* to its member screens. The competition sees the widest member participation yet with 92 activated sites, while the promotion also presents its largest prize pool yet, offering families the chance to WIN a \$17,600 Family Trip for Four to Los Angeles.

This special campaign is an exciting opportunity for local cinema audiences to see this highly anticipated intergalactic blockbuster over the school holidays, with the opportunity to win a trip of a lifetime. Independent exhibitors have expressed great enthusiasm for the promotion, with the PG rated *PIXELS* delivering great entertainment for families and teenage audiences.

In *PIXELS*, starring Adam Sandler and Kevin James, when aliens misinterpret video-feeds of classic arcade games as a declaration of war against them, they attack the Earth, using the games as models for their various assaults. President Will Cooper has to call on his childhood best friend, '80s video game champion Sam Brenner, now a home theatre installer, to lead a team of old-school arcaders to defeat the aliens and save the planet. Joining them is Lt. Col. Violet Van Patten, a specialist supplying the arcaders with unique weapons to fight the aliens.

Audiences at each participating location will have the opportunity to win the Grand Prize of a Family Trip for 4 to Los Angeles, USA valued at \$17,600. This fantastic prize for 2 adults and 2 children includes return economy airfares to Los Angeles, USA with 5 night's accommodation at a four star hotel and a one day all day Pacific Pier unlimited ride wristband for 4 people (8 years and over).

A Runner-Up Prize Pack valued at \$50.00 will be awarded to one lucky person at each participating cinema location. The prize pack consists of a *PIXELS* Tote Bag and T-Shirt.

Today's announcement follows the successful launch of My Cinema Premiere in July, which saw red carpet preview screenings and gala functions of *LAST CAB TO DARWIN* take place around the country. Australian films feature in the My Cinema Premiere series with the support of the Screen Australia Enterprise Growth program.



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The My Cinema brand continues to grow leaps and bounds, developing increased traction and audience recognition, with many indie cinema's beginning to stock My Cinema branded drink cups and popcorn boxes. My Cinema also acts as a marketing platform that brings ICAA member exhibitors together with national promotions and strategic partnerships.

PIXELS releases nationally on September 10 and the My Cinema competition closes on October 23, 2015.

Promotion terms and conditions and permit numbers are located at www.mycinema.com.au

MEDIA ENQUIRIES:

Adrienne Pecotic CEO – 0414 664566

About ICAA

The Independent Cinemas Association of Australia (ICAA) 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. ICAA 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 ICAA representing the owners and operators of 669 cinema screens across 161 cinema locations ranging from rural areas through to metropolitan multiplex circuits.

For more information: Contact Adrienne Pecotic CEO of ICAA on 0414 66 45 66.

About My Cinema

By operating as a national umbrella circuit of Australian independent cinemas, *My Cinema* creates powerful marketing opportunities for cinemas and their audiences to participate in coordinated promotional campaigns across over 160 member locations.

The public access information about *My Cinema* promotions from the cinemas' own websites and social media, supported through ICAA's mycinema.com.au website.

The Disney, "Planes Fire and Rescue" promotion, offered audiences the chance to win a trip to Disneyland, and was the first in a planned series of competitions. This was followed by "Paper Planes" from Roadshow, which gathered great momentum across Australia prior to its wide release.



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The My Cinema Premiere platform has had an even more significant impact, which saw Icon Films take “Last Cab to Darwin” to premiere openings at 57 participating member cinemas to achieve tremendous success. After 4 weeks on release, ICAA member cinemas still represent over 47% of LAST CAB TO DARWIN’s total box-office, well above the usual 29% benchmark as the BO passes \$5million.

By aggregating ICAA members as 30% of the market, the *My Cinema* group has the strength to attract national promotions and campaigns with distributors and commercial brands that many individual independent exhibitors would not be able to attract.

Ms Pecotic, CEO of ICAA said that “Partner distributors have seen the value of *My Cinema* in building audiences for their titles across the independent circuit, including at regional locations across the country.”

“*My Cinema* has been carefully designed to provide ICAA member exhibitors with the benefits of working together on national promotions whilst still keeping the spotlight firmly on each member’s brand and customers. With the tagline ‘The Heart of the Community’, *My Cinema* also provides an opportunity to promote the message that independent cinema is the social hub of communities, offering quality entertainment at affordable prices. We want to ensure that consumers choose going to the movies as a priority and make independents their cinema of choice,” Ms Pecotic said.

All ICAA members are automatically part of the *My Cinema* group and can choose to ‘opt in’ or not to any promotions that meet their business needs. Promotional materials and templates are available to all cinema operators, with the capability for large audio-visual files to be delivered via ICAA’s NOC digital operations centre.”

“It’s about working together to help each ICAA member compete effectively in the national market and offer their patrons fantastic national promotions with many more exciting opportunities on the horizon. It’s a Win/Win scenario for ICAA members and our distributors and suppliers,” Ms Pecotic said.