



Independent Cinemas
Association of Australia

INGHAM FAMILY WIN THE TRIP OF A LIFETIME AS THEY JET OFF TO LOS ANGELES, U.S.A!

Sydney: 4 November 2015

Congratulations to Joshua Giuffrida, 14, from Ingham in Queensland – WINNER of the My Cinema *PIXELS* competition!

Joshua Giuffrida and his family are the newly announced winners of a \$17,600 family trip for four to Los Angeles, USA thanks to the Independent Cinema Association of Australia (My Cinema) and Sony Pictures.

Joshua from Ingham entered the competition to win a trip to Los Angeles when he saw *PIXELS* at his local cinema – Ingham Picture Theatre, and will soon be jetting off to the USA, enjoying 5 night's accommodation at a four star hotel, plus one day all-access passes for four to Pacific Pier with unlimited rides.

On hearing that Joshua's entry was selected at midday on Wednesday, 4 November 2015 as the winning ticket his Mum Melissa was delighted and ready to get organized "We don't have passports yet!".

Scott Seddon, CEO of ICAA said "A big CONGRATULATIONS go out from the team at My Cinema to Joshua and his family – soon to be on their way to Los Angeles, USA! Thank you to all our participating cinemas, and especially to Sony Pictures for supporting My Cinema on a grand scale with *Pixels*."

Participating independent cinemas across the country have been delighted by the response from the latest My Cinema promotion, with the family friendly adventure *PIXELS* thrilling audiences young and old. The intergalactic 3D comedy features an ensemble cast lead by Adam Sandler, Kevin James and Peter Dinklage, and went on to gross over \$13 million in Australia alone.

Director Chris Columbus managed to successfully bring the videogame world to life, with vibrant visual effects and attention to detail igniting the gamer in all of us. The films humour and unique characters entertained younger audiences, while alien recreations of *GALAGA*, *Pac Man*, *Donkey Kong* and more arcade classics brought a sense of nostalgia for older viewers.

Since the competition launched on 27th August 2015, thousands of entries have been received nationally in what was My Cinemas largest competition to date providing more audiences than ever before with the opportunity to participate.

Adrienne Pecotic CEO of ICAA noted "This was our largest competition to date, which sees My Cinema promotions and events continue to grow and resonate with audiences. Our latest competition with Fox Searchlight and the powerful

documentary *He Named Me Malala* is already underway, with another fantastic prize on offer."

Audiences can head to the [My Cinema website](#) to find their nearest cinema participating in the *He Named Me Malala* promotion, and can subscribe to receive the latest news about My Cinema promotions and giveaways, by registering on the [My Cinema mailing list](#).

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.

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 "Both Disney and Roadshow Films quickly saw 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. We already have two fantastic national promotions and many more exciting opportunities on the horizon. It’s a Win/Win scenario for ICAA members and our distributors and suppliers,” Ms Pecotic said.

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 674 cinema screens across 159 cinema locations ranging from rural areas through to metropolitan multiplex circuits.

For more information or if you would like to partner with ICAA on *My Cinema* Promotions: Contact Adrienne Pecotic CEO of ICAA on 0414 66 45 66.