



Independent Cinemas
Association of Australia

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

Sydney: 1 April 2016

Congratulations to Bayden James, from Sunbury in Victoria – WINNER of the ridiculously good looking My Cinema *ZOOLANDER 2* competition!

Bayden from Sunbury entered the competition to win a trip to Los Angeles when he saw *ZOOLANDER 2* with his fiancée Jessica at his local cinema – Reading Sunbury, and will soon be jetting off on a trip for two to the USA. They will enjoy 4 night's accommodation at a four star hotel, plus consultation with a Los Angeles Fashion Stylist for a day thanks to the Independent Cinema Association of Australia (My Cinema) and Paramount Pictures.

Scott Seddon, CEO of ICAA said "A big CONGRATULATIONS go out from the team at My Cinema to Bayden and his fiancée – soon to be on their way to Los Angeles, USA! Thank you to all our participating cinemas, and especially to Paramount Pictures for supporting My Cinema on a grand scale with *Zoolander 2*."

ICAA member exhibitors expressed enthusiasm to be on board with *Zoolander 2* and have been able to offer their local cinema patrons the chance to win many exciting prizes since they joined together as *My Cinema* in August 2014.

Today's announcement follows the recent announcement of the school winner of the My Cinema *Looking For Malala* promotion. Congratulations go to Charleville State School in Queensland winner of 20 Mini-iPad's, valued at \$7,360. The winning entry was from Dendy Portside.

Adrienne Pecotic CEO of ICAA noted "We had 68 sites participate in the *Zoolander 2* promotion, which sees the My Cinema brand continue to grow and resonate with audiences. Our current competition with Twentieth Century Fox Films is for the feel good *Eddie the Eagle*, with another amazing travel prize on offer for a family of four to Charlottes Pass Ski Resort."

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

For media enquiries please contact Lucy Robson, ICAA Marketing and Communications Manager 0419 290 666

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

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 160 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.