

THE NEW ZEALAND MOTION PICTURE EXHIBITOR'S ASSOCIATION INC.



REG FROM PETONE, LOWER HUTT IS GOING ON HIS OWN PORK PIE ADVENTURE!

Reg Kemper saw *Pork Pie* at Light House Cinema Petone and has won the *Pork Pie* Track Day Experience and a MINI for the Weekend! Thanks to STUDIOCANAL and the **New Zealand Motion Pictures Exhibitors Association (NZMPEA)** My Cinema PORK PIE promotion.

The prize includes flights to Auckland and accommodation. Each of the 26 participating cinemas also gave away a *Pork Pie* t-shirt and poster personally signed by the cast.

Reg is a regular at Light House Cinema Petone, going every three weeks and said on winning: "Absolutely fantastic, I must run upstairs and tell my partner." He is of course taking his partner to the track day and weekend away adventure.

Pork Pie was based on Goodbye Pork Pie film (released 1981), New Zealand's first "action movie" and Kiwi "blockbuster" grossing over one million dollars at the box office. It was Goodbye Pork Pie that got NZMPEA President, Mark Christensen into cinema. Mark secured the film and 350 out of 500 of the local population came to see it so started Mark's passion for local cinema.

NZMPEA and My Cinema bring independent cinemas together, giving them the opportunity to benefit from a coordinated promotional effort and to also hold their own preview screenings, focussing on their local communities.

For information, including the list of participating cinemas please visit www.mycinema.co.nz

Please direct all media enquiries to:

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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 113 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.