

MY CINEMA SELECT

ICAA LAUNCHES 'MY CINEMA' SELECT TO INCREASE CINEMA AND AUDIENCE ACCESS TO INDIE FILMS ACROSS AUSTRALIA

SYDNEY: JANUARY 11, 2016

ICAA, the Independent Cinemas Association of Australia, has announced the launch of MY CINEMA SELECT, a new program to support greater audience access to limited release Australian and independent titles, especially in regional areas across Australia.

The first two films to participate in the program are Palace Films' new Australian title LOOKING FOR GRACE and Transmission Films' Golden Globe-nominated BROOKLYN.

"Lower marketing budgets and limited release patterns often restrict regional audience access to quality features until well after they are available in metropolitan areas - if they are released in regional cinemas at all. *My Cinema Select* will enable a series of preview screenings giving audiences the opportunity to see these films at or before release and give our industry the ability to both promote and assess the appetite for a wider release of more diverse films and documentaries to discerning audiences throughout Australia," said ICAA CEO Adrienne Pecotic.

Ms Pecotic said that the *My Cinema – The Heart of the Community* marketing platform and the *My Cinema Premiere* initiative for independent cinemas have been hugely successful with national promotions for films including *Paper Planes*, *Last Cab to Darwin*, *Planes Fires and Rescue* and *Pixels*. Ms Pecotic said that 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.

"*My Cinema Select* is the latest of our initiatives under the *My Cinema* banner which we hope will be successful in increasing admissions and box office for upmarket and limited release films at member cinemas, as well as supporting broader regional access to limited release Australian films. These advance previews of featured titles and the word of mouth generated will create anticipation and enhanced profile within regional communities for limited release films that capitalises on national publicity, press and reviews on release date," Ms Pecotic said

ICAA member cinemas will participate in *My Cinema Select* screenings of LOOKING FOR GRACE on Australia Day, Tuesday January 26, concurrent with the national release date. The screenings will include a special 10-minute 'behind the scenes look' at LOOKING FOR GRACE, filmed on location, during production in Western Australia. Patrons will also have the chance to WIN an Australian Prize Pack, comprising a LOOKING FOR GRACE poster signed by the cast and Australian DVDs valued at \$100.

LOOKING FOR GRACE is by writer/director Sue Brooks, whose earlier feature *Japanese Story* grossed more than \$4.5m at the Australian box office. The film's stellar cast includes Richard Roxburgh, Radha Mitchell and rising Australian star Odessa Young, alongside Terry Norris and Julia Blake. The film was selected for both the 2015 Toronto and Venice International Film Festivals.

BROOKLYN, starring Golden Globe Award nominated Saoirse Ronan, is directed by John Crowley and written by Nick Hornby, based on Colm Tóibín's novel of the same name. The film premiered at the 2015 Sundance Film Festival. ICAA member cinemas will host special preview screenings on February 7 with a percentage of the box office, thanks to Transmission Films and participating cinemas, going to support the Mark Sarfaty Cinema & Performing Arts Benevolent Fund.

Screen Australia Enterprise Funding assists the inclusion of Australian films in the My Cinema Select program.

A list of cinemas participating in the My Cinema Select program is at: www.mycinema.com.au

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.

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