

THE NEW ZEALAND MOTION PICTURE EXHIBITOR'S ASSOCIATION INC.

A FAMILY TRIP FOR 4 TO SOUTHLAND TO SLEEP UNDER THE STARS LIKE PETE TO BE WON

New Zealand Motion Pictures Exhibitors Association (NZMPEA) launches its second promotion on the **My Cinema** platform, in partnership with *Disney's Pete's Dragon* filmed in New Zealand.

Releasing nationwide on 15 September, cinemas that opt in for the *My Cinema* promotion, thanks to Sony Pictures, will offer their patrons from 8 September the chance to win a 3 Night Package Tussock Country Glamping in the Catlins for a family of 4 valued at more than \$6,000, including a trip to Tapanui's café featured in the movie. Each of the 25 participating cinemas will also give away a *Disney's Pete's Dragon* poster signed by the director David Lowery, Bryce Dallas Howard, Oakes Fegley who plays 'Pete' and Oona Laurence, the young girl who stars alongside Oakes.

New Zealand is emerging as a leader in film tourism as arguably the best place in the world for visitors to experience a living film set. Visitors can experience stunning landscapes, not just as screen backdrops but real places where they can immerse themselves in film locations.

Disney's Pete's Dragon showcases New Zealand throughout the film. The film was shot over both New Zealand's main islands, showcasing the country's diverse landscapes.

In the North Island, Rotorua's Redwood Forest played home to 'Elliot' the dragon and Wellington got involved too – Weta Digital was behind much of the magic bringing the creature to life.

In the South Island, Queenstown's scenic snowy alps were picture-perfect for Pete's flight on the back of his best friend's wings while the small town of Tapanui (Population 900) was transformed into 'Millhaven', a small fictional logging town in America's Pacific Northwest.

Peter Cairns from **SBS St James Theatre Gore**, 25km from Tapanui, was an extra in the film along with many locals from Gore and Tapanui. Peter is looking forward to running the promotion and believes there will be a lot of local excitement around the film. Peter was excited that he got to meet Bryce Dallas Howard and have quite a talk with her during filming along with Wes Bentley and Karl Urban.

Debbie Crackett from **NBS Theatre Westport** said "the huskies in the film came from Westport, where they are bred and trained by local Christie Potter, so the theatre is very excited to be promoting the film locally". Theatre Manager **Janet Gawn** from **Hokitika Regent Theatre** is also participating in the promotion and said "love dragons!!! Had a collection of 200 when I was younger!!! I think this Elliot might be just too big to go in the remains of my collection!!!"

"The promotion follows the success of the inaugural My Cinema platform launch with *Hunt for the Wilderpeople* which generated lots of success stories for NZMPEA members." said **NZMPEA President, Mark Christensen**

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

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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 139 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.

