



‘MY CINEMA’ WINNER GOING WHERE LEGENDS ARE MADE

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The family trip for four to Home Valley Station in The Kimberley has been won by Rylan Gullotti (aged 7) from North Dandalup who saw RED DOG: *True Blue* with his nan, Janette, and brother Taj (8 ½) at Reading Cinema Mandurah in WA.

“Rylan, was hanging to see RED DOG: *True Blue*” said his mum Ashley who also said on hearing the news “Stuff like this doesn’t happen to us, are you deadly serious?”

“Yes Ashley, My Cinema members are deadly serious about bringing great promotions to the whole of Australia!” said Scott Seddon President of Independent Cinemas Australia.

Rylan, from the tiny town of North Dandalup has won the family trip for four to The Kimberley valued at \$13,500 including:

- Return flights from nearest capital city to Darwin
- Return flights from Darwin to Kununurra
- 2 nights hotel accommodation in Darwin
- Return airport / Home Valley Station transfers
- 2 nights hotel accommodation Home Valley Station inc buffet breakfast

[Home Valley Station](#) is a heritage cattle station in the far north east of Western Australia set on 615,000 acres.

Alicia Waugh, Manager from Reading Cinema was also delighted at the win saying “What are the chances of someone from Mandurah winning a big competition like this? It is awesome.”

Independent Cinemas Australia (ICA) partnered with Roadshow Films and Good Dog Distribution –on the wonderful family film RED DOG: *True Blue*, a follow up to the hit film RED DOG, which captured the hearts of Australians nationwide in 2011.

RED DOG: *True Blue* is an iconic Australian story of family, friendship and adventure, about a young boy and a scrappy one-of-a-kind dog that would grow up to become an Australian legend. When eleven year old Mick (Levi Miller) is shipped off to his grandfather's (Bryan Brown) cattle station in the remote Pilbara region of Western Australia, he prepares himself for a life of dull hardship, but instead finds myth, adventure, and a friendship with a scrappy, one-of-a-kind dog that will change his life forever.

Levi Miller is also the star of JASPER JONES which features as the next My Cinema Promotion offering the chance to win a trip for four to South West WA and lunch with the author Craig Silvey.

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

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

About My Cinema

By operating as a national marketing platform for Australian independent cinemas, My Cinema empowers independent cinemas to offer their local audiences access to fantastic prize competitions and special events across over 159 member locations. The public access information about My Cinema promotions from the cinemas' own websites and social media, supported through ICA's My Cinema website and new Facebook page. [My Cinema also supports Independent Films.](#)

About ICA

Independent Cinemas Australia (ICA) [previously known as Independent Cinemas Association of Australia] 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. ICA represents over 80% of regional cinemas – mostly small family businesses.

Independent cinemas comprise 25% of the 1991 cinema screens in Australia and over 30% of cinema sites – with ICA representing the owners and operators of 685 cinema screens across 159 cinema locations ranging from rural areas through to metropolitan multiplex circuits.