



RIDE LIKE A GIRL My Cinema promotion \$5,000 Majestic win

To celebrate the release of *Ride Like A Girl*, Transmission Films and My Cinema Select provided one lucky winner the chance to win \$5,000! Our winner however has generously said he will share the prize with his family who enjoyed the film with him. Adrian Oliver and his parents were visiting his grandmother in Nambour when they went together to see *Ride Like A Girl* at Majestic Cinemas Nambour. Adrian was excited by news of his win when we managed to reach him on the weekend saying “What? Oh wow!” on hearing he had won the \$5,000.

Kieren Dell CEO of Majestic Cinemas took time out from working on the opening of their new cinema at Kempsey to say “Majestic Cinemas is very excited to have sold the winning ticket in this competition in celebration of this great Aussie film.”

One minor prize winner from each participating My Cinema location has also won a signed *Ride Like A Girl* poster.

Entry Was by purchasing a ticket at a participating My Cinema location to see *Ride Like A Girl* from 25 September 2019 and filling in the online entry form before 6 pm 13 November 2019.

For more information about My Cinema visit www.mycinema.com.au.

Ride Like A Girl is the incredible true Australian story of Michelle Payne, in cinemas now.

As a little girl, Michelle Payne dreams of the impossible: winning the Melbourne Cup — horse racing's toughest two---mile race. The youngest of 10 children, Michelle is raised by single father Paddy. She leaves school at 15 to become a jockey and after early failures she finds her feet, but a family tragedy, followed by her own near fatal horse fall, all but ends the dream. But with the love of her dad and her brother Stevie, Michelle will not give up. Against all the medical advice, and the protests of her siblings, she rides on, and meets Prince of Penzance. Together they overcome impossible odds for a shot at the dream: a ride in the 2015 Melbourne Cup, at odds of 100 to 1. The rest is history.

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

About My Cinema Select

Supports greater audience access to limited release Australian and independent titles, especially in regional areas across Australia. Enjoy access to quality, diverse films and documentaries.

About ICA

Independent Cinemas Australia (ICA) represents independent cinema exhibitors and has members in every state and territory in Australia including large and small businesses such as 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 26% of the 2,210 cinema screens in Australia and 29% of cinema sites – with ICA representing the owners and operators of 580 cinema screens across around 159 cinema locations ranging from rural areas through to metropolitan multiplex circuits.