



See FISHERMAN'S FRIENDS with My Cinema for your chance to WIN \$5,000 to share with your friends

Independent Cinemas Australia's (ICA) latest My Cinema Select promotion partners with Roadshow Films on sea shanty singing Cornish fishermen in *FISHERMAN'S FRIENDS*.

FISHERMAN'S FRIENDS releases November 21 with My Cinema Select previews from week commencing November 14 and the chance to win \$5,000.

People can enter to win \$5,000 by purchasing a ticket at a participating My Cinema location to see *FISHERMAN'S FRIENDS* from 13 November 2019. Entrants will need to fill in the entry form provided at the Box Office before 6:00 pm (AEDT) 11 December 2019. Every ticket purchased in the manner outlined above will receive an entry.

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

FISHERMAN'S FRIENDS: A fast-living, cynical London music executive heads to a remote Cornish village on a stag weekend where he's pranked by his boss into trying to sign a group of shanty singing. He becomes the ultimate 'fish out of water' as he struggles to gain the respect or enthusiasm of the unlikely boy band and their families who value friendship and community over fame and fortune.

Australia has a history of Cornish migrants, [South Australia](#) in particular which may account for there being a [sea shanty song about South Australia](#). Located on the Yorke Peninsula, 165 kilometres north-west of Adelaide, Moonta is still known today as one of the towns making up [Little Cornwall](#). Statewide Cinema Moonta will be participating in the My Cinema Select Preview and Promotion with Sea Shanty group 'Sing Australia'.

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 150 cinema locations ranging from rural areas through to metropolitan multiplex circuits.