

**WIN A LUXURY OUTDOOR BBQ KITCHEN VALUED AT OVER \$9,000
FOR MORE DETAILS VISIT MYCINEMA.COM.AU OR THE BOX OFFICE**

Competition closes 4/4/18. Authorised under NSW Permit No. LTPS-17-20913; ACT Permit No. TP 17/02666; SA Permit No. T17/2476



Susanne Snags Dazza Cook's Home BBQ Kitchen as featured in the movie, THE BBQ

Susanne Grice from West Ipswich QLD this week won a Grand Turbo luxury outdoor BBQ Kitchen valued at over \$9000 by going to the movies at her local independent cinema.

Susanne saw THE BBQ and entered the promotion at Limelight Cinemas Ipswich where she is a regular. Susanne loved the film saying "How could you not like the characters in The BBQ. I knew it would be funny and it was exactly what I expected! We need more positive stuff these days and it's Aussie as well. It's one I will be buying when it comes out on DVD."

On hearing of her win Susanne said "I can't believe I've won. I'm getting on the phone now and telling my friends. You've so made my day! I feel like it is almost a thank you for supporting Australia and Aussie cinema."

Label, Madman and My Cinema offered the chance for a patron seeing THE BBQ movie at participating My Cinema locations to win Dazza Cook's luxury outdoor BBQ kitchen, valued at over \$9,000 including:

- Grand Turbo Stainless Steel 6 Burner BBQ with Side Burner & Drawer
- Grand Turbo Bench Module with Granite Top
- Turbo Island Fridge Unit
- Deluxe BBQ Accessory Set + a copy of THE BBQ Cookbook and The BBQ Apron

The My Cinema promotion also had THE BBQ prize packs with Cookbook and Apron up for grabs as minor prizes at each of the participating cinemas around Australia.

Entry was by purchasing a ticket to see THE BBQ at a participating My Cinema, filling in the entry form provided at the box office.

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

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 all our 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 Facebook page.

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 Palace, Grand, Wallis, Dendy and iconic cinema sites such as the Hayden Orpheum and Cinema Nova. ICA represents around 80% of regional cinemas – mostly small family businesses.

Independent cinemas comprise 26% of the 2084 cinema screens in Australia– with ICA representing a wide range of cinema locations from rural areas right through to metropolitan multiplex circuits.