

**WIN A LUXURY OUTDOOR BBQ KITCHEN VALUED AT OVER \$9,000  
FOR MORE DETAILS VISIT [MYCINEMA.COM.AU](http://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



## Win Dazza Cook's Home BBQ Kitchen as featured in the movie, THE BBQ

Independent Cinemas Australia (ICA) is proud to announce its latest My Cinema promotion, to celebrate the release of the new Australian comedy THE BBQ, Label, Madman and My Cinema are offering the chance to win Dazza Cook's luxury outdoor BBQ kitchen, valued at over \$9,000.

Shane Jacobson plays the role of DARREN 'DAZZA' COOK, a loveable suburban everyman with a passion for barbecuing and a dubious belief that his family is related to Captain James Cook. Entered in an international BBQ Festival by his boss, Dazza is sent to learn the fine art of bbq from a tyrannical Scottish chef known simply as THE BUTCHER (played by Magda Szubanski). The Butcher teaches Dazza to cook 'low and slow' and together they pit Dazza's homespun techniques against the world's best BBQ chefs, using Dazza's secret weapon - the ancient BBQ supposedly inherited from Captain Cook.

THE BBQ releases nationally on February 22 with previews at participating My Cinema locations from Australia day – a day of BBQ's and being with friends and family.

Audiences will have the chance to win the major prize – Dazza's Ziegler & Brown Grand Turbo Barbecue Kitchen which includes:

- 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

Minor prizes of THE BBQ Cookbook and The BBQ Apron are also up for grabs at each of the 37 participating cinemas.

Entry is easy; purchase a ticket to see THE BBQ from 25 January at a participating My Cinema fill in an entry form, provided at the box office, and put it into the entry box in the foyer before 6pm, 4 April, 20178.

For more information about My Cinema visit [www.mycinema.com.au](http://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.