



Win a Family Trip to Tokyo 🇯🇵 with My Cinema 🎬 & THE EMOJI MOVIE

Picture this: 6 billion emoji are sent per day across smartphone and social media platforms. Emojis are seen virtually everywhere and have been called “the fastest growing language in the world.” Virtually overnight a new universal language has been established – initially embraced by millennials, but now by everyone.

Thanks to Sony Pictures and My Cinema, purchase your tickets to see THE EMOJI MOVIE at a participating My Cinema location and go into the running to win an exciting family trip for four to Tokyo, home of emoji and all things technology!

Explore the city known for mixing the ultra modern and the traditional, and visit some fun family attractions.

The major Prize valued at \$13,170 includes:

- Return economy flights from nearest Australian capital city to Tokyo
- Shuttle return airport / hotel transfers, Tokyo
- 5 Nights’ Tokyo hotel accommodation min 4 star
- Sony Museum entry
- Disneyland Tokyo one day passes
- National Museum of Emerging Science and Innovation (Miraikan) entry
- AUD\$1,000 spending money
- Travel insurance

There are also THE EMOJI MOVIE prize packs valued at \$75 up for grabs at each participating cinema. Prize pack includes: lenticular decal set, stationery set, tablet case and cushion.

Entry is easy; simply purchase a ticket to see THE EMOJI MOVIE at a participating My Cinema, fill in the entry form provided at the box office and put it into the entry box in the foyer. The competition opens August 31 in the lead up to the film’s September 14 release for pre-bookings and closes October 25, 2017.

THE EMOJI MOVIE is an original adventure comedy that unlocks the never-before-seen secret world inside your smartphone.

In THE EMOJI MOVIE, the Emoji characters that everyone knows and loves will come to life on the big screen in a comedy and adventure that will have appeal for all audiences. Comedic voice talent that feature in the film include T.J. Miller, James Corden and Anna Faris.

For more information and to see the promotion terms and conditions, participating cinemas and permit numbers, 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 new 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.