



Independent Cinemas
Association of Australia

ICAA ROLLS OUT THE RED CARPET AS *MY CINEMA PREMIERE* AND *LAST CAB TO DARWIN* DELIGHT AUDIENCES

Sydney: 14 August, 2015

The Independent Cinema Association of Australia (ICAA) is delighted to announce the major prize winner of its inaugural *My Cinema Premiere* Promotion – Win a Trip for Two to Darwin.

LAST CAB TO DARWIN starring Michael Caton and Jacki Weaver is the first film released as a *My Cinema Premiere* event, following its announcement in May and features in the series with the support of Screen Australia. Offering an experience often reserved for those in capital cities, the star-studded events captured the imaginations of audiences as ICAA rolled out the red carpet at 57 sites across Australia. The films' tender story and powerful performances resonated with audiences, gathering momentum for *LAST CAB TO DARWIN* prior to its August 6th national release.

Congratulations to Terry Hendriks from San Remo Victoria who entered the competition after attending a *My Cinema Premiere* of *LAST CAB TO DARWIN* at Stadium 4 Cinema Leongatha! "*The movie was fantastic. We really loved it*", said Terry, Major Prize winner of a \$5,000 trip for two to Darwin. On hearing the news of his win, he added "*I'm wrapped. I'm sure I've never won anything before. I'm just coming to grips with this*".

Dendy Icon CEO Greg Hughes said "*Icon is extremely happy with the result of the LAST CAB TO DARWIN from ICAA member cinemas and I am in no doubt that the ICAA My Cinema Premiere initiative has been a huge contributing factor to the successful launch of the film. I would like to congratulate Terry who viewed LAST CAB at Leongatha Cinema on winning his trip to Darwin.*"

ICAA members have been just as thrilled with the success of *My Cinema Premiere*, with Regent Cinemas in Murwillumbah stating "*Excellent event, one of the fullest houses we have ever had.*" Majestic Cinemas reported positive feedback from The Entrance "*A great day. We had a lot of very chuffed people exit who loved the film and the experience*", to further North in Port Macquarie "*They LOVED the red carpet, were very excited about the competition ... and were excited to be seeing the film at a premiere.*" Each participating location also drew a runner-up prize, valued at \$89.95.

ICAA President Scott Seddon said "*My Cinema Premiere was created to allow cinema audiences throughout Australia to enjoy the glamour and excitement of an exclusive premiere event. ICAA Member cinemas currently represent 47% of LAST CAB TO DARWIN's total Box Office, compared to the usual 29% - a fantastic*

endorsement from our patrons, and a great result for our member cinemas and the creators of this heartwarming Australian film.”

Australian films feature in the series with the support of the Screen Australia Enterprise Growth program.

My Cinema Premiere events are hosted nationally by ICAA, who provide participating member cinemas with a targeted marketing and communications program. Visit <http://mycinema.com.au/my-cinema-premiere> for further information.

About My Cinema

By operating as a national umbrella circuit of Australian independent cinemas, *My Cinema* creates powerful marketing opportunities for cinemas and their audiences to participate in coordinated promotional campaigns across over 160 member locations.

The public access information about *My Cinema* promotions from the cinemas' own websites and social media, supported through ICAA's mycinema.com.au website.

The Disney, "*Planes Fire and Rescue*" promotion, offered audiences the chance to win a trip to Disneyland, and was the first in a planned series of competitions. This was followed by "*Paper Planes*" from Roadshow, which gathered great momentum across Australia prior to its wide release. Sony Pictures will partner with ICAA for the next competition, centering on the family 3D comedy "*Pixels*", starring Adam Sandler and Kevin James.

By aggregating ICAA members as 30% of the market, the *My Cinema* group has the strength to attract national promotions and campaigns with distributors and commercial brands that many individual independent exhibitors would not be able to attract.

Ms Pecotic, CEO of ICAA said that "Both Disney and Roadshow Films quickly saw the value of *My Cinema* in building audiences for their titles across the independent circuit, including at regional locations across the country."

"*My Cinema* has been carefully designed to provide ICAA member exhibitors with the benefits of working together on national promotions whilst still keeping the spotlight firmly on each member's brand and customers. With the tagline 'The Heart of the Community', *My Cinema* also provides an opportunity to promote the message that independent cinema is the social hub of communities, offering quality entertainment at affordable prices. We want to ensure that consumers choose going to the movies as a priority and make independents their cinema of choice," Ms Pecotic said.

All ICAA members are automatically part of the *My Cinema* group and can choose to 'opt in' or not to any promotions that meet their business needs. Promotional materials and templates are available to all cinema operators, with the capability for large audio-visual files to be delivered via ICAA's NOC digital operations centre."

"It's about working together to help each ICAA member compete effectively in the national market. We already have two fantastic national promotions and many more exciting opportunities on the horizon. It's a Win/Win scenario for ICAA members and our distributors and suppliers," Ms Pecotic said.

About ICAA

The Independent Cinemas Association of Australia (ICAA) represents independent cinema exhibitors and has members in every state and territory in Australia including large and small businesses such as Reading, Palace, Grand, Wallis, Dendy and iconic cinema sites such as the Hayden Orpheum and Cinema Nova. ICAA represents over 80% of regional cinemas – mostly small family businesses.

Independent cinemas comprise 25% of the 1991 cinema screens in Australia and 32% of cinema sites – with ICAA representing the owners and operators of 674 cinema screens across 159 cinema locations ranging from rural areas through to metropolitan multiplex circuits.

For more information or if you would like to partner with ICAA on *My Cinema* Promotions: Contact Adrienne Pecotic CEO of ICAA on 0414 66 45 66.