

MEDIA RELEASE
23 November, 2015

Late Night Screening of STAR WARS Reopens Sawtell Cinema

Sawtell Cinema Pty Limited and Majestic Cinemas are delighted to announce that Sawtell Cinema will reopen to the public at 1AM on Thursday December 17th.

Yes, you read the time right. The cinema is kicking off with a late night screening of the biggest movie event of the year: *Star Wars: The Force Awakens*. Good of George Lucas to time his big opening to align with ours!

This first public screening will be preceded by a red carpet, gala opening on Wednesday 16th, with Denise Knight, Coffs Harbour Mayor, cutting the ribbon to declare Sawtell Cinema open at last.

Majestic Cinemas CEO, Kieren Dell, guarantees there is plenty of movie excitement planned for the weeks ahead. "The line up is fantastic. We'll have blockbusters like Star Wars, combined with less mainstream films like Freeheld plus a couple for the kids," said Dell.

A group of local patrons purchased the cinema in January 2015 with plans to revitalize and reopen the much-loved movie house, which had closed its doors two years prior.

The project has received astonishing support from the local community with a crowdfunding campaign raising over \$145,000, enough to pay for both the cinema seats and screens.

"This place really belongs to the people," said Jill Nash, Chair of the Sawtell Cinema patrons group. "We are just so excited to be opening the doors for everyone to see and experience the cinema."

When those doors open expect to find two cinemas instead of one, a larger cinema with 139 seats and a smaller one with 49 seats. Those who remember traipsing through the rain for a pit stop will be thrilled by the new art deco, inside toilets.

Cinema-goers can now enjoy a chardonnay or a beer while engrossed in a movie, which is good news for adults. And Majestic's hand made choc tops will be welcomed by all ages.

Despite the changes, much of Sawtell Cinema's heritage has been retained, with new elements staying true to the art deco heritage, and historic items incorporated into the design.

One unexpectedly large part of the new cinema décor will be an honour board recognising the many supporters who have made it possible for the doors to reopen. “We were surprised to discover that the Honour Board is over 2m wide x 1m high and weighs 25kilos,” said Jill Nash. “The unexpected size of that board reflects the love this community has for our cinema.”

Regional cinema specialists Majestic Cinemas take the reigns at Sawtell Cinema from here on in, and they understand the special place it has in the community’s heart.

Movies will be chosen to suit a Sawtell Cinema crowd, with a mix of mainstream and arthouse to please a discerning audience.

And the Majestic Movie Club offer will make it affordable for families to go to the movies again. A \$25 annual investment gets you one free ticket and \$8 tickets for the rest of the year, plus a 10% discount at the candy bar and invitations to special events.

To find out more about what’s on, and to register for the Movie Club go to Majestic’s website: www.majesticcinemas.com.au.

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