

Media Release
24 August 2015

Majestic Cinemas to Manage Sawtell Cinema

Sawtell Cinema is delighted to announce that independent cinema operators Majestic Cinemas will take on management of the cinema when it reopens in December.

“Operating a cinema is a very specialist skill,” said Sawtell Cinema Chair, Jill Nash. “We recognised early on that we needed professional cinema managers with relationships with distributors to ensure that the cinema could deliver the experience we are all expecting.”

The challenge was to find these professional skills, without sacrificing the community feel of Sawtell’s small local cinema. “An extensive search was undertaken to find the right fit, and Majestic Cinemas fit the bill perfectly,” said Nash.

The company currently operates five regional cinemas in NSW, including nearby Nambucca Heads, so they have the experience and film distributor relationships needed. And they are locals at heart, who recognise the significance of this cinema to Sawtell and the Coffs Coast.

“Our business started on the Mid-North Coast and most of our team live in this area,” said Majestic Cinemas CEO Kieren Dell. “We are just thrilled to be able to bring a high quality cinema experience to this community.”

Dell says that the reopened Sawtell Cinema will focus on quality and art house film, combined with access to major releases and family friendly films during the holiday periods.

He quickly quashed any concerns that Sawtell might end up showing all the same films as Nambucca Heads. “Quite the opposite,” Dell said. “With Nambucca’s three screens and two in Sawtell the community can now enjoy the variety made possible with five screens.”

Majestic also plans to run a number of film festivals through the year and will be introducing their *Select Series* of handpicked, high quality International and Australian films to the Sawtell cinema

The *Majestic Movie Club* will be opened to Sawtell patrons, entitling members to discounts at all six Majestic cinemas, as well as entry to special members-only events planned locally.

“This community has stood up to save Sawtell Cinema,” said Nash. “Now that the building itself is underway, we are thrilled and relieved to have found a team with Majestic’s experience and love of film to shepherd our cinema into the future.”

For more information please contact:

Sawtell Cinema Pty Limited
Stephanie Hunt
Stephanie@moversandshapers.com.au
0414 924 846

Majestic Cinemas
Kieren Dell
kd@majesticcinemas.com.au
0427