

## **MEDIA RELEASE**

7 July 2015

### **Huge Kickoff for Sawtell Cinema Crowdfunding**

Save Sawtell Cinema crowdfunding campaign kicked off officially on July 4 at Chilifest. By the end of a busy day the campaign was already well over half way to its \$75,000 target.

Crowdfunding was established to help raise the money needed for all new seating for the local icon. Cinema renovations are scheduled to commence sometime in July and comfortable seating is considered an essential ingredient to moving this historic movie house into the 21<sup>st</sup> century.

Renowned movie critic David Stratton was one of the first to lend his support, agreeing to act as patron for the campaign. But the community and cinema lovers throughout the country have been quick to rally behind the cause.

As of the end of 6 July (3 days in) the campaign has already raised over \$46,000. Even the organisers were surprised by the fervour of the support. "The feeling at the launch was electric," said Jill Nash, Chair of Sawtell Cinema. "You could feel the excitement in the cinema and everyone was so eager to be a part of it."

As expected the opportunity to engrave your name on one of the new cinema seats has been a red-hot favourite. Already the available seats in the smaller boutique cinema are almost sold out.

"Seat names are limited and we are really encouraging people to get in quick if they want to ensure they secure a seat," said Steph Ney, project manager for the crowdfunding campaign.