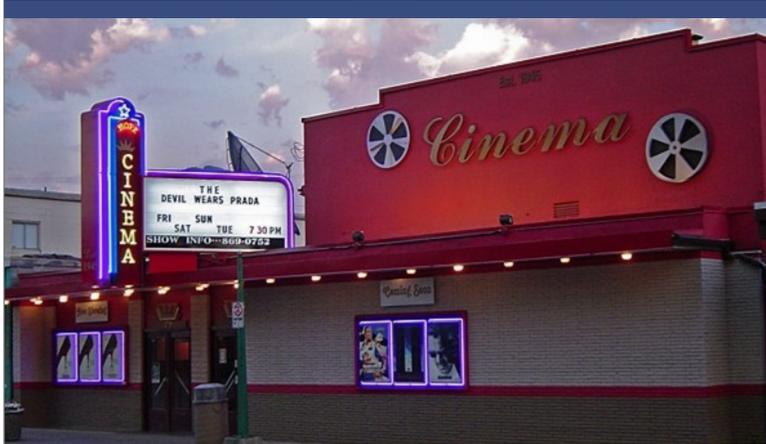


Hope Cinema



Support this classic movie house

Built in 1945, Hope Cinema is a single-screen movie palace from a bygone era. It is one of the most attractive buildings on Wallace Street and plays a vital role in the social life of Hope.

Small-Town Cinemas In Trouble

Independently-owned cinemas are closing across North America as Hollywood replaces traditional film with digital. The new digital projectors are expensive, and many small theatres simply can't afford them.

Citizens Save Their Cinemas!

Small towns in BC have successfully raised funds to help their local theatres pay for the new digital projectors. Hope can do it too!

Read the back of this card to learn what you can do for the Hope Cinema.

The Goal

\$50,000

That's how much a digital projector costs. Cinema owner Kevin Larson has moved ahead with the purchase, at great financial risk to himself and his theatre.

Ways You Can Help

- Keep coming to the cinema, and invite friends and family to join you.
- Buy a \$50 coupon book with 6 months of discounts and savings. A great gift!
- Donate directly to the Hope Cinema

Cash (box by the popcorn machine)

Cheque (payable to "Hope Cinema")

Credit card You can pay online through a secure Pay-Pal account at www.hopecinema.ca

Join the Friends of Hope Cinema

Send your e-mail address to us and we'll keep you in touch with fund raising progress and upcoming movies. We plan to form a film club to bring in classic movies to the Hope Cinema.

Phone: 604-869-0385

E-mail: fohc@gmail.com



A fund-raising project

organized by the "Friends of the Hope Cinema"

**Support
Our
Cinema**



Support Our Cinema!

A Fundraising Project

Organized by
the

Friends of the Hope Cinema

The Challenge - \$50,000

The Hope Cinema is facing a major financial hurdle caused by the changing technology of the movie industry. Hollywood is quickly moving away from traditional film, preferring to show movies entirely on digital media. This requires all theatres to convert their old film projectors to new digital projectors, and they must do so within the year. The large theatre chains such as Cineplex have already made the expensive transition, but for small theatres, the cost is prohibitive — **\$50,000** is the cost of a new digital projector for Hope Cinema.

The cost of new technology is putting many small theatres out of business. Across North America, hundreds of small, locally-owned movie theatres are closing because they can't afford to upgrade their equipment.

Imagine the loss to Hope if our movie house closes down! It provides a social meeting place for friends and family (and visitors) and offers exciting story telling on a big screen with digital sound. Our lives in Hope would be diminished if we lost this old classic, built in 1945.

The Goal

The Friends of the Hope Cinema want to raise **\$50,000** to cover the full cost of the new digital projector. The money will need to come from local citizens, and we hope to reach that target before the end of 2013. It's a daunting challenge, but other small towns in BC raised even more to save their local theatres (see below).

Ways You Can Help

- Come to the Hope Cinema and invite friends and family to join you.
- Buy a \$50 coupon book with 6 months of discounts and savings. A great gift!
- Donate directly to the Hope Cinema:
 - Cash** : Donation box by the theatre popcorn machine
 - Cheque** : Payable to "Hope Cinema"
 - Credit card** : You can pay online through a secure
 - PayPal** : PayPal Account at www.hopecinema.ca

Benefits of an Updated Cinema

With a new digital projector installed, the Hope Cinema will be able to serve the citizens of Hope in new ways.

- New movies will be able to “open” in Hope sooner, because the new digital format is easier to distribute to small theatres. The old-style film reels are becoming so rare; it’s difficult for Hope Cinema to obtain prints.
- Digital projectors allow a variety of media to be shown on the “big screen”, including Blu-ray DVDs and various computer formats. This creates the opportunity to host special movie nights, film festivals, and locally-produced films.
- Televised sporting events and entertainment events can be shown in the theatre, with drama dramatic picture and sound.
- Local citizens can organize special viewings of films they love, in consultation with cinema owner Kevin Larson. For example, local teachers can show a film to their class that would otherwise be impossible to obtain as a film print. Similarly, a film club could organize specialty programming such as an “Alfred Hitchcock Night”.
- The new projector will make the Hope Cinema more financially viable, ensuring that it continues to operate in Hope. When the theatre is eventually bought by a new owner years from now, a modern projector will make it an attractive business and therefore more likely to continue as a movie theatre.

Successful Examples in BC

Small towns in BC have rallied to save the local theatres they love.

- In Sydney on Vancouver Island, the “Star Theatre” has been saved with \$185,000 in donations, which will pay for two new projectors as well as new seating.
- In Powell River, the “Patricia Theatre” raised \$71,000 in just 4 months, and they’re well on the way to reaching the \$90,000 target they need to buy their theatre a new projector and screen --- even the local Credit Union pitched in with a \$10,000 grant.
- In Nelson, a team of volunteers is renovating their old theatre and raising funds for a digital projector and screen, with the support of their Mayor and Council.

So there are plenty of successful examples of towns in BC where citizens have stepped forward to protect an important aspect of their town’s vitality.

Let’s make Hope the next success story!

Hope Cinema - A Hope Icon Since 1945

The Hope Cinema has entertained people for over 60 years, and it stands today as a classic movie house from a bygone era. It is a single-screen movie palace seating 320 and is beautifully maintained by its present owner.

Theatre owner Kevin Larson and his brother Jeff bought the Hope Cinema in 1999 and proceeded to make major investments in the building. It had become dilapidated during the 1990's when the theatre sat closed for several years. The Larson brothers renovated every aspect of the building, both interior and exterior. A new roof was installed and the exterior was decorated with new paint, poster displays and lighting. In the interior, the entire lobby was redecorated, and the main theatre was improved with paint, carpet, and new curtains. The old wooden seats were torn out and replaced with more comfortable seats imported from a theatre in New York City. A new digital sound system was also installed, greatly improving the dramatic impact of the movie experience.

The Larson brothers invested **\$225,000** to renovate the Hope Cinema during this period. When Jeff moved to Alberta in 2005, Kevin continued to improve the business, installing a custom-built neon marquee on the front of the theatre, at a cost of \$10,000.

Today, after more than a decade of improvements, the Hope Cinema stands out as one of the most attractive and dramatic buildings on Wallace Street. And in spite of being an older theatre, it is in excellent condition thanks to the special care shown by its current owner.

For 12 years, owner Kevin Larson has shown tremendous loyalty to this classic theatre and the town it serves. In spite of erratic attendance in recent years, he has run the theatre faithfully while continuing to improve it.

Now it's Hope's turn to show Kevin that same faith. Let's help him buy a new projector so this grand old theatre can continue to entertain us!

Friends of the Hope Cinema — Who Are We?

"The Friends of the Hope Cinema" is a group of Hope residents who share a passion for movies and want to support Hope's exceptional local movie house. At present, we are not a registered society, but we encourage others to join our informal group and help to support our goals.

Local teacher Jon Polishak is presently functioning as lead contact to answer questions and collect names and e-mails of people who would like to join our **"The Friends of the Hope Cinema"** group.

**Contact Jon at 604-869-0385
or email: hopecinepals@gmail.com**

Send your e-mail address to us and we'll keep you in touch with fund raising progress and upcoming movies. We plan to form a film club to bring in classic movies to the Hope Cinema.

Thank You!



Support Our Cinema

A fund-
raising project

organized by the "Friends of the Hope Cinema"