



MEDIA RELEASE
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INTRODUCING: THE CINEMA CREW **VILLAGE CINEMAS LAUNCH PODCAST IN AUSTRALIAN FIRST**

Village Cinemas has today launched *The Cinema Crew*, a podcast dedicated to new release movies. From behind the projectors and popcorn machines, The Cinema Crew is your backstage pass to the world of film. Every Wednesday host Kyran Wheatley, along with two of the brightest movie minds from Village Cinemas, review the latest and greatest movies, a day before they hit the big screen.

In collaboration with end to end podcast company, Whooshkaa, Village Cinemas is the first Australian film exhibitor to create and release a podcast of this kind. Nic Robin, Village Cinemas Marketing Manager is proud to deliver Australia's most relevant and credible movie podcast via the support of Hatched Media.

"Village Cinemas is dedicated to innovating within the entertainment space, the newest application delivered to service an ever evolving audience is a podcast. *The Cinema Crew* will be the perfect platform for listeners to hear about: upcoming movies; insider knowledge and unmissable blockbusters." Robin said.

"The momentum behind brands jumping into the podcast pool continues to grow across advertising, partnerships and content creation" said Whooshkaa's Content & Marketing Director Corey Layton. "The Cinema Crew sets the benchmark for what podcasts from brands should be. From the outset Village Cinemas has put the audience first, to create content that's entertaining, useful and genuine".

When selecting a host, Village Cinemas and Whooshkaa couldn't look past Wheatley's combined passion for film and comedy. The new host is looking forward to introducing the podcast to Cambo and Mhairi, Village Cinemas finest film aficionados.

Reminiscing on his first film experience, Wheatley said "the first movie I ever saw was Aladdin, which I think is such an incredible film to have lucked into as my first. If only the early-to-mid 90's had podcasts like The Cinema Crew telling me what to see next, I might not have ever needed to sit through "Aladdin: Return of Jafar" or "Aladdin and the King of Thieves."

Every week *The Cinema Crew* will deliver genuine reviews. Upcoming featured films include; *The Incredibles 2*; *Jurassic World*; *Sicario 2*; *Antman & The Wasp* and more.

[Subscribe](#) to the podcast now in your favourite podcast app or at villagecinemas.com.au/thecinemacrew to listen to the first episode; Ocean's 8, Hereditary & Tea with Dames.

For more information, please visit: villagecinemas.com.au/thecinemacrew

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For media enquiries, please contact:

Nicole D'Amico | AMPR | Nicole@ampr.com.au | 0431 169 669
Dale Peucker | AMPR | Dale@ampr.com.au | 0434 414 227