

MEDIA RELEASE

Tuesday 5 December 2017

GOLDEN ANNIVERSARY
Village Cinemas Celebrates 20 Years of Gold Class

This year marks 20 years of Village Cinemas' luxury theatre, Gold Class. The experience first launched at Crown Melbourne in 1997 and was the first of its kind in the world. In the 20 years since, the cinema has inspired international expansion, led the way in Australian cinema innovation, hosted an array of celebrities and screened critically acclaimed blockbusters.

Gold Class was devised by Village Roadshow 20 years ago, and was inspired by the First-Class experience offered by airlines, and bringing this concept to cinemas. The experience that movie goers are familiar with today has advanced over the past 20 years. Upgrades in technology and modernisation of elements saw the likes of a home lounge chair with a hand pulley to recline evolve into comfortable motorised reclining seats.

Food and beverage service has always been a highlight of the luxury Village Cinemas Gold Class experience. Today it's coupled with a culinary experience to match, produced by the Gold Class executive chef and updated seasonally.

Following the success at Crown Melbourne, Village Cinemas expanded Gold Class to a number of cinema locations across Australia. The phenomenon soon garnered interest internationally and was replicated overseas in Asia, Europe, USA and South America.

Reflecting on the 20 years, General Manager of Sales and Marketing, Mohit Bhargava, recognises the significance of the 1997 cinema revolution and how Gold Class ultimately motivated the many innovative Village concept cinemas which followed.

"It's inspiring to see how 20 years ago, we created something that has built lasting relationships with passionate cinema-goers who so greatly enjoy the Gold Class film experience with friends and family.

"Gold Class really led the way by means of our brand offering more than a film. It introduced a new way of thinking and was a stepping stone that led to a variety of concept cinemas, cementing our philosophy of making movies mean more." Mr. Bhargava said.

Since launching, Gold Class has premiered 20 years' worth of iconic, timeless films including *Titanic*, *Moulin Rouge*, *Lord of The Rings*, *The Dark Knight*, *The Great Gatsby* and *Avatar*. Special guests of Gold Class throughout the years include the likes of Bon Jovi, Katy Perry, One Direction, Robert DeNiro, Pink and Kim Kardashian.

Village Cinemas has continued to lead the way in theatre innovation through launching Vmax, Vpremium, Cinema Europa, Vjunior and most recently, 4DX.

To celebrate the 20th anniversary of Gold Class, Village Cinemas is running a special promotion of **\$20 Gold Class tickets for sessions from 4 December – 8 December**, on sale now.

For more information visit: villagecinemas.com.au

-ends-

For media enquiries, please contact:

Dale Peucker | AMPR | dale@ampr.com.au | 0434 414 227



ABOUT VILLAGE CINEMAS CONCEPT THEATRES

Traditional, the original, which started Village's journey 62 years ago, for every movie lover to enjoy.

Gold Class, Village Cinemas introduced the first premium cinema offering to the world in 1997. The luxurious movie experience includes recliner seating and full food and beverage service provided by dedicated wait staff.

Cinema Europa opened in 1998, tailored for the true film connoisseurs, with a focus on screening more up market art house products.

Vmax launched in 2007, the perfect destination for blockbuster films, with bigger seats, bigger sound, and a bigger screen.

Vpremium opened its doors in 2015 as the perfect date night option. It features premium coupled seating, complimented by a diverse menu offering, this concept is fully licensed and bridges the gap between Gold Class and the traditional cinema.

Vjunior, Australia's first kids concept cinema launched in 2016: a cinema for kids, designed by kids.

4DX launched in 2017, a cinema that transforms the movie watching experience. The cinema includes elaborate seat motions, movements and vibrations along with environmental effects such as wind, fog, lightning, strobe lighting, water and scents that enhance what you see on the screen.