



Press Release Friday 24th February 2017,

## 50p Cinema launches in West Auckland

According to the UK Cinema Association in 2016 the average cinema ticket price was £7.41 in the UK, so a family of four could spend £29.64 for one visit to see a film at the cinema. This isn't including drinks and food. It's great that mainstream cinemas are available and that they offer brilliant services including 3D movies and 4K projection, but for families on low incomes or people on tight budgets or others who want to save money, an afternoon or evening watching a film at the cinema can prove to be expensive and in some cases impossible for people to afford.

Andy Mitchell from West Auckland Vineyard Church says, "We are on a mission to bring down the cost of entertainment for people on tight budgets which is why we have launched 50p Cinema. We will only be charging a ticket price of 50p per person which is payable at the door. We are not in competition with mainstream cinemas, but want to offer an alternative which the local community can enjoy."

Andy continues to say, "Some of the films that we will be showing have previously been on at the cinema, but will not have been released on DVD or Blu-ray in the UK at that time. Rogue One: A Star Wars Story certificate 12A, is the first film to be shown on Saturday 18<sup>th</sup> March at 6pm. We will be selling reasonably priced soft drinks and snacks, but customers are welcome to bring their own food and soft drinks."

End

### **Note to the editor**

The 50p Cinema is an initiative by West Auckland Vineyard Church they run other events including Vineyard Comedy Zone and Beat Café. 50p Cinema is located at The Vineyard Centre, Aptec Enterprise Park, Darlington Road, West Auckland DL14 9PD.

West Auckland Vineyard Church are based in West Auckland, County Durham and are a part of the Vineyard Churches UK and Ireland. You can find out more about them at [www.westaucklandvineyard.net](http://www.westaucklandvineyard.net)

To request an interview with Adrian and Linda Hancock, Senior Pastors of West Auckland Vineyard Church or Andy Mitchell from 50p Cinema or ask further questions please contact Andy.

**Contact Name:** Andy Mitchell

**Organisation:** West Auckland Vineyard Church

**Tel:** 07976875566     **Email:** [andydmitch@gmail.com](mailto:andydmitch@gmail.com)