



CATHEDRAL CITY
CHAMBER OF COMMERCE

PRESS RELEASE

For Immediate Release Through Feb. 22, 2015

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From: Lynn Mallotto, CEO/President

Date: February 12, 2015

Chamber and Mary Pickford Theatre Host Hollywood's Biggest Night! Nationwide Broadcast on Big Screen

The Cathedral City Chamber of Commerce and UltraStar Mary Pickford Theatre are hosting Hollywood's biggest night, the Academy Awards, Sun., Feb. 22nd. Doors open at 3:30pm with the event and red carpet arrivals beginning at 4pm. The nationwide broadcast follows on the big screen at 5:30pm.

Guests attending the special screening enjoy walking the red carpet and pre-show activities – such as trivia, best dressed and celebrity look-alike contests – before sitting down and cheering on their motion picture favorites on the big screen. Admission includes passed appetizers, dessert, bottomless popcorn, soda and a complimentary raffle ticket. Advance tickets sales are \$20 for General Admission and \$15 for Students and Senior. With the purchase of advance tickets, the buyer receives an additional five raffle tickets.

“We are thrilled to host the event for the fourth year running at the Pickford Theatre – our namesake to Academy Award winner Mary Pickford! Not only does this wonderful event bring the community together, it raises money for the Cathedral City Chamber of Commerce to build membership programs and services, said Ted Hane, Pickford General Manager.

Mary Pickford, known as America's Sweetheart, won the 1929 Academy Award for Best Actress for her role as Norma Besant in the movie, *Coquette*. This was the actress' first and only 'talkie' film. Mary Pickford, a former Cathedral City part-time resident, played an integral role in establishing the Academy of Motion Picture Arts & Sciences in 1927. The actress, producer and screenwriter is a silent screen icon and was head of United Artists Studios with screen legends D.W. Griffith, Charlie Chaplin, and first husband, Douglas Fairbanks, Sr.

Advance ticket sales now available at the UltraStar Pickford Theatre box office. For more information, contact the Cathedral City Chamber of Commerce at (760) 328-1213.

In Business for Business.

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