

## **DAYTONA BEACH - Cinematique of Daytona, Inc. Turns 25!**

Cinematique Celebrates 25th Anniversary with an Academy Awards Night fundraiser scheduled for February 28.

In 1991 a small group of film lovers got together to solve the problem they saw as a lack of quality films in the local area. A plan was drafted and a mission was created to bring recently released independent and foreign films to the Volusia and Flagler areas. At that time a movie theater was the only way to see a new movie - the advent of Netflix and VOD were to come later. During the first few years, Cinematique was housed by local multiplex cinemas that would schedule a "Cinematique" style film so the organization could invite its members and the public to attend. This club style continued for nearly 15 years, but not without strife. Many of the multiplex theaters went out of business, causing Cinematique to continually search for a new theater to showcase their films.

In 2005 when the unfortunate announcement came that the Act One Theater, the movie theater behind the Volusia Mall and possibly best remembered home to Cinematique, was going to close, the organization was at a crossroads: Search yet again for a theater home, or close. The founders of the organization were no longer able to do the day to day operations that would be required to keep going. It was during the 2005 annual membership meeting that a vote was taken and a call for volunteers went out. Answering the call were Stephanie Mason-Teague, voted in as president, and Kathy Maloney-Johnson, vice President. Both later stated they had no idea what they were getting in to! The wheels began turning and a 5 year plan was set into motion. The goal: Open the Cinematique Theater.

In 2010 the plan came to fruition and the current Cinematique Theater located at 242 S. Beach Street in downtown Daytona Beach opened the theater doors. Getting there required a lot of dedicated effort on the part of the new executive board, members of Cinematique and many businesses and organizations in the community. Raising funds is never an easy task for a non-profit arts organization. Without a "home" this task proved to be even more difficult. Thanks to the generosity and talents of Local author Marian Strong-Tomblin and artist Mary Wetzel (former curator of education at the Museum of Arts and Sciences) in 2006 Cinematique was offered a temporary home in the business they had just opened, THE BOOKSTORE, in Ormond Beach, FL. Movies were back on and membership numbers rose. THE BOOKSTORE closed two years later.

Cinematique has been able to continue with successful partnerships with many organizations that raised awareness and funds: The Museum of Florida Art, Ormond Memorial Art Museum, The Art of the Automobile, Sister Cities of Volusia County, Daytona Beach Symphony Society, Variety Children's Charity, the Tomoka Poets, the Live Poets, Surfscapes Dance Company, the Noor Film Festival, the Iranian-American Society, Second Chance Rescue, Luna Fest, Films4Peace, The Art Consortium, The Conklin Center for the Blind, The Daytona Cubs, Splendor in the Glass, The Night of the Paranormal, and other local non-profits and organizations.

The new theater has allowed Cinematique to offer more than ever before. Open six days per week (closed on Mondays) featuring matinee and evening shows each day. Programming has grown to include Live Music, Live comedy, Artists gallery openings and a continuation of the Cinematique Under The Stars free community outdoor films shown in Riverfront Park. With the opening of the theater came additional programming partnerships that have grown to include: A Million Cups, a business/entrepreneur weekly meet up group, Women in Film and Television, meeting monthly giving industry professionals and wannabees an opportunity to network, Science Café, a partnership with the NOVA / PBS television series that welcomes communities to talk about science in "plain English", Masterpiece Movie Club, another partnership with PBS and the City Island Library and most recently a partnership with the Ormond Beach chapter of Dining For Women.

Dining for Women is a global giving circle made up of 10,000 members and 400 chapters around the US that funds grassroots programs working in developing countries to fight gender inequality. Dining for Women celebrates the power of the individual to see an injustice and act to change it; to see need and act to fill it. Rachael Samson, founder of the Ormond Beach Chapter, states, "The Dining for Women Ormond Beach chapter has over 80 active members and has raised over \$10,000 in just 2.5 years to support the mission of Dining for Women". This most recent partnership is memorable because it allows the viewing of independent films to convey the circumstances faced by women and girls in developing countries and right here in the USA, thereby serving the missions of both Cinematique and Dining for Women.

To celebrate this milestone, Cinematique is planning a 25th Anniversary Academy Awards Night fundraiser on February 28, 2016 - A celebration to honor the many accomplishments of Cinematique and the biggest night in Hollywood for movies - the Oscars ®. It will also mark the first major fundraiser for the organization that is not for startup expenses. After 5 years in the downtown Daytona Beach location, funds are needed to continue to grow, upgrade equipment and support the daily theater operations. A portion of the funds raised will be donated to the Ormond Beach Chapter of Dining for Women. Cinematique is seeking community sponsors. Please call Stephanie Mason-Teague at the theater box office for more information (386) 252-3118. More 25th Anniversary Academy Award Night information will be released soon. Individual tickets will go on sale January 25.