



The Cinéma Parallèle will continue operations at Ex-Centris

Press Release
For immediate distribution

Montreal – Tuesday, February 3, 2009 – The Cinéma Parallèle and Ex-Centris are pleased to announce that the Cinéma Parallèle will continue to operate out of the complex. Since the January 12 announcement *Complexe Ex-Centris will cease regular cinema presentations to make way for new projects*, the respective managers of the Cinéma Parallèle and Ex-Centris have been meeting to discuss the possibilities of a renewed partnership. We are therefore very pleased that an agreement has been arrived at between the two companies that will allow the Cinéma Parallèle to carry on its mandate within Ex-Centris.

This new agreement allows the Cinéma Parallèle to pursue its mission in the same theatre that it has occupied for the past 10 years and is considered to be the perfect complement to Ex-Centris' new artistic direction. It is a renewed collaboration that will be an exciting opportunity for the two companies, and likewise the general public who will profit from the culturally rich and diversified events that are to come.

The non-profit art house cinema will therefore maintain its programming activities within Ex-Centris while taking full responsibility for the administrative structure needed for its realization. After 500,000 admissions, 1000 titles presented in ten years, and one of the highest occupancy rates in Canada, a definitive line in the development of the Cinéma Parallèle has been drawn, something well worth celebrating. The Cinéma Parallèle has once again found a place where it can further assert itself as an organization dedicated to supporting artists outside the cultural mainstream.

2009 will be a great year for the Cinéma Parallèle which, thanks to the support of the entire cinematic community, the private and public sectors, and the public who voiced their opinions about the importance of the work that it does, will continue to extend independent Quebec and Canadian film to an ever-increasing audience.

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Source:

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