



National Association of Theatre Owners

FOR IMMEDIATE RELEASE

NATO ANNOUNCES CREATION OF THE CINEMA FOUNDATION *New non-profit to further and expand the mission of the trade association, and shape the future of the cinema industry*

(Los Angeles and Washington, D.C. - 9 March 2022) The National Association of Theatre Owners today announced the formation of The Cinema Foundation. The new organization - a donor-supported 501(c)(3) charitable non-profit - is dedicated to promoting the essential cinema exhibition industry by developing future diverse workforces and growing moviegoing communities through research, education, and philanthropy.

The Cinema Foundation (www.thecinemafoundation.org) expands on NATO's mission by adding new participants, including technology companies, food and beverage leaders, members of the creative community and other individuals and companies that share in our vision and passion for the future of cinema.

The Cinema Foundation's founding Board of Directors draws members from across the industry, including Jackie Brenneman (NATO), President; Tori A. Baker (Salt Lake Film Society), Vice President; Brian Schultz (Look Cinemas), Secretary; Eduardo Acuna (Cinépolis Americas), Treasurer; and Directors Adam Cassels (Cinionic); Michelle Maddalena (Dolby Laboratories); and Katherine Twells (The Coca-Cola Company).

"The future of the cinema industry is being determined right now," said The Cinema Foundation President, Jackie Brenneman. "The Cinema Foundation is designed to bring together key industry stakeholders from business, technology and the creative community to be the leading voice in what that future will be."

Currently in its initial fundraising and hiring phase, the key priorities of The Cinema Foundation include:

- **Cinema Careers, Education and Diversity:** Promoting the industry as a great place to work via recruitment campaigns, training programs, and opportunities for career growth.
- **Moviegoing Promotion and Creative Community Involvement:** Building on NATO's relationships with the creative community to grow audiences, promote the industry and diversify content options.
- **Center for Innovation and Technology:** The Center will work to ensure the industry's technology is future ready and meets standards that help key stakeholders including filmmakers, manufacturers and exhibitors while also avoiding costly barriers that do not enhance the theatrical experience.

- **Industry Data and Research:** Data will be the key to effective industry messaging, promotion and innovation going forward and The Foundation will prioritize a data-based approach across all initiatives.
- **Industry Charities:** Working with existing industry charities to expand their impact.

“I firmly believe in The Cinema Foundation and its important role in contributing to the magic of moviegoing,” said Brian Schultz of Look Cinemas. “The Foundation will create dynamic employment opportunities for the industry’s future workforce and develop programs that ensure a healthy exhibition industry that brings economic and cultural vibrancy to communities everywhere.”

Adam Cassels, of Cinionic, added, “Our industry has a long heritage of innovation, connecting a diverse ecosystem to further the cinematic experience. The Cinema Foundation creates a space to continue innovating and collaborating to meet the needs of moviegoers, the creative community, and cinema professionals across the exhibition landscape.”

To sponsor, donate, or learn more visit www.TheCinemaFoundation.org.

ABOUT NATO

The National Association of Theatre Owners is the largest exhibition trade organization in the world, representing more than 35,000 movie screens in all 50 states, and more than 32,000 additional screens in 101 countries worldwide.

Headquartered in Washington, D.C., with a second office in Los Angeles, California, NATO represents its members in the heart of the nation’s capital as well as the center of the entertainment industry.. www.natoonline.org
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