



# THE CINEMA FOUNDATION

## ICTA AND THE CINEMA FOUNDATION FORM PARTNERSHIP

*First joint event to be the ICTA Los Angeles Seminar Series*

(Los Angeles, CA – 11 October 2022) – The International Cinema Technology Association (ICTA) and The Cinema Foundation have signed a Memorandum of Understanding to work together to foster and maintain professional and business relationships among their members and all segments of the motion picture industry, disseminate technical industry information through educational programming, and evaluate and improve technical industry standards.

ICTA and The Cinema Foundation will jointly sponsor the long-running and highly respected ICTA Los Angeles Seminar Series January 9 –11, 2023, which will be renamed ICTA Los Angeles Seminar Series in Partnership with the NATO Cinema Foundation. The two organizations will form a joint committee to program the event and The Cinema Foundation will underwrite the costs.

ICTA's president, Frank Tees, will receive a seat on The Cinema Foundation's board of directors. ICTA and The Cinema Foundation agree to promote the partner organizations to their respective members and to encourage financial and volunteer support to each other.

"The mission of The Cinema Foundation is to bring together all of the industry to grow and enhance theatrical exhibition," said Cinema Foundation president Jackie Brenneman. "This partnership is a concrete example of our commitment to working with and supporting those individuals and groups who drive our industry forward. Technology and innovation is what drives our global business and ICTA has been an essential partner in informing and educating the industry."

Frank Tees, president of ICTA, said, "ICTA has a long history of serving the cinema technology community, providing relevant information and perspectives to meet the challenges and opportunities ahead. This partnership helps support our mission and extend our reach. This is a win for both organizations and the industry."

### **ABOUT THE NATIONAL CINEMA FOUNDATION**

The Cinema Foundation is 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.

Since March 2022, the Cinema Foundation's mission is dedicated to shaping the future of the great collective experience of moviegoing and the cinema industry. It works to support and impact the health of the cinema sector both in the short term and for years to come and is continuously expanding its contributions to the magic of moviegoing. The Cinema Foundation builds on the National Association of Theatre Owners' mission and relationships and expands NATO's impact in ways that help individual employees and companies as well as the industry as a whole. We are the Foundation of a great industry. [thecinemafoundation.org](http://thecinemafoundation.org)

#### **ABOUT THE ICTA**

The ICTA is a trade organization that represents companies involved in cinema technology, including leading cinema equipment manufacturers, dealers, service companies, and exhibitors from around the world. Our members are responsible for producing all the equipment that is used in presenting feature films in movie theatres in all corners of the world. They manufacture digital cinema systems, lenses, sound equipment, seating, 3D technology, software and more. The ICTA is also a leader in the educational seminar process, holding several seminars a year to present new information on changing technologies and how to achieve the very best motion picture experience. The ICTA network is also a wonderful source for the exchange of ideas and constructive suggestions concerning improvement of manufacturing and technical standards for products used in the theatre industry. [www.internationalcinematechnologyassociation.com](http://www.internationalcinematechnologyassociation.com)

#### **CONTACT**

Patrick Corcoran  
NATO / the Cinema Foundation  
[pfc@natoca.com](mailto:pfc@natoca.com)

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