



Tuesday, June 10, 2020 : For Immediate Release—

Row House Cinema's Quarantine Cat Film Fest Makes Its Virtual World Premiere via Indie Cinemas Across the US on June 19

- More than 1,100 cat videos were submitted for the compilation film Quarantine Cat Film Festival.
- Ticket sales will help support more than 60 small, independently owned theaters across the country.
- 50% of ticket sales goes to direct to everyone's local theaters, through a theater specific Online Cinema Portal

An online cat video festival started by Pittsburgh's Row House Cinema is making its virtual world premiere on June 19 across the US as well as in Asia, Europe, and South America.

More than 1,100 submissions from all over the world were sent to Row House Cinema for the creation of The Quarantine Cat Video Film Festival— a 70-minute compilation cat feature. Organizers are working to select the best clips and professionally compile them for the movie.

"The response has been better than we could have ever hoped and we have so much great content to work with," said Brian Mendelsohn, owner of Row House Cinema and the film's director. "It's going to be a really fun feature with hilarious and adventurous cats and, of course, some adorable kittens too."

Row House Cinema has been closed since March 18 due to the COVID-19 crisis, and no reopening date has been set. Quarantine Cat Film Fest was developed to help keep the theater afloat during the closure.

More than 60 theaters, many of which also closed this spring, have also signed on to show the movie through virtual cinema and the number continues to grow. The \$12 ticket cost will be split evenly between Row House and the theaters screening it. International cat lovers have also requested the film be available in Europe, South America, and Asia. For a full list of participating theaters, please visit rowhouse.online.

Virtual cinema is a new tool used by cinemas nationwide to sell tickets for newly released films that customers can watch at home. Ticket sales are split between the distributor and shuttered theater.

"When we first thought of this idea months ago, we wanted it to be a way to help keep not just our theater afloat, but to also keep independent cinemas across the country alive," said Mendelsohn.

“Theaters like ours exist as time capsules that introduce new audiences to some of history’s best films and serve as venues for important new releases that aren’t mainstream.”

“Losing independent theaters is a blow to filmmakers, artists, and the entire industry,” Mendelssohn said.

Mendelssohn’s wife came up with the idea at the beginning of the quarantine when they were watching their own cats, Oliver and Isabella, play at home. Row House had also created a cat video compilation, called “Pittsburgh Pretty Kitties,” several years ago and had drawn large crowds.

“Cats have kind of become our thing. We’re just leaning into it,” Mendelssohn said.

Presale for Quarantine Cat Film Festival begins June 10. The film will be available through virtual cinema on June 19. Tickets can be purchased at rowhouse.online/cats.

For additional information or press inquiries, please contact:

Kelsey Zehmisch

cats@rowhouse.online

cell - (412) 370-7588