



<https://rowhouse.online/cats/>
T 412 450 0053
brian@rowhousecinema.com

Wednesday, April 8, 2020 : For Immediate Release

Cats Will Help Save The Independent Movie Theaters Through This Pandemic. Row House Cinema Needs Everyone's Cat Videos.

- Row House Cinema needs everyone's cat videos during this national quarantine
- The cat videos will become a full length film, called the Quarantine Cat Film Festival
- 50% of ticket sales goes to direct to Row House Cinema, through Row House's Online Cinema Portal

Row House Cinema in Pittsburgh is joining with Independent art house movie theaters throughout the country need everyone's help through this unprecedented quarantine. Since the closing of all movie theaters last month, Row House is turning to our lovable friends, cats, to both engage with their audiences and help bring in needed revenue.

"Our customers are at home with their kitties. What we need is for everyone to film their cats doing amazing things, then send us the videos. This will bring us the revenue we need to reopen" says theater owner Brian Mendelssohn of Row House Cinema in Pittsburgh, PA.

Everyone who submits a video will compete for various cash prizes. The videos will be judged in four categories: Cutest, Funniest, Bravest, and Most Loving. There will be a Best Of Show award as well. Theaters request everyone holds their phone sideways when filming, just like how TVs are oriented.

How it works is theaters across the country are requesting everyone submit their quarantine cat videos to <https://rowhouse.online/cats/>. This website also has additional information and contest rules. Next, a skilled team of editors will produce a full length film of everyone's cat videos. The film will be released through each theater's online cinema portal in hundred of theaters all over the US & Canada, an online cinematic experience that hundreds of independent theaters opened across the country in recent weeks. For each online ticket sold through Row House's Online Theater, Row House will receive 50% of the ticket sales.

So will cats save the independent movie theaters? Cats and their owners will bring in well needed revenue to currently shuttered movie theaters, including Row House Cinema in Pittsburgh, giving them hope for reopening, whenever that will be. The Quarantine Cat Film Festival call for submission goes until May 8th. A few weeks after that, the film will be available at your local independent movie theater, online.

For additional information or press inquiries, please contact:

Brian Mendelssohn
cats@rowhouse.online
cell - (412) 680-0607

