



PRESS RELEASE

26 February 2008

Bosses at The Curzon Community Cinema in Clevedon have reacted quickly to national press and media reports about 'rip-off' prices in cinemas, by reassuring its customers that in Clevedon at least film goers will continue to enjoy reasonable prices on its confectionery and drinks.

The furore about the prices that the large cinema chains charge for popcorn, sweets and bottled drinks came to a head after 26 year old Stockport postman was evicted from his local Cineworld for attempting to bring into the cinema, sweets and drinks bought elsewhere. In response he embarked on a mini campaign to highlight the rip-off process charged by the cinema chain, and handed out free sweets to other cinemagoers as they arrived for films.

The publicity reached a climax when MP Sharon Hodgson tabled a House of Commons motion urging the Office of Fair Trading to investigate the high cost of confectionery in cinemas.

Curzon Director Gareth Negus said, "As a community cinema owned by local people, we believe in charging fair and reasonable prices and we are not out to rip people off. In return our customers buy their confectionery after they get here as they know that every penny helps support the cinema and helps to ensure that The Curzon will be here for future generations to come."

The Sun newspaper did an investigation that found that typical multiplex cinema confectionery prices were three times normal high street prices. A regular cola was £2.40 and a bottle of mineral water £1.90. By comparison, at the Curzon a bottle of coke is £1 and mineral water only 90p.

Notes to Editors:

- 1. The Curzon is thought to be the oldest, purpose-built, continuously operated cinema in the world. We are committed to providing a high quality film experience and to be a thriving centre for cinema and the arts in our local community.*
- 2. We have plans for a major restoration of this historic cinema, the first phase of which will be the restoration of the roof during 2009. The 'Raise the Roof' campaign is being supported by international stage and screen star, Alan Rickman.*
- 3. The full text of Commons Motion 983 tabled by Sharon Hodgson MP is "That this House deplores the extortionate cost of confectionery and drinks at many cinemas; condemns cinemas which remove customers attempting to consume confectionery and drinks purchased outside; dismisses the notion that reducing prices of confectionery and drinks would automatically increase ticket prices; urges the Office of Fair Trading to investigate the high cost of confectionery in cinemas;*

and further supports a fairer deal for the public which would increase the number of visitors to cinemas and encourage wider support for the UK film industry.”