



**MADISON ART CINEMAS AND RJ JULIA BOOKSELLERS TO
COLLABORATE ON A SPECIAL OFFER FOR THE MOVIE
ADAPTATION OF THE BOOKSHOP NOVEL, OPENS AUGUST 31**

“No one ever feels alone in a bookshop.” – Seattle Times

On Friday, August 31st, the Madison Art Cinemas will begin an engagement of ***The Bookshop***, a movie brilliantly adapted from the highly acclaimed novel by Penelope Fitzgerald.

1. Beginning on Wednesday, August 22, all RJ Julia Booklover Members can visit RJ Julia Booksellers and ask for a movie ticket coupon. This coupon will give them \$1.00 off all admissions (\$0.50 off a bargain matinee) for ***The Bookshop*** movie throughout its engagement at the Madison Art Cinemas. The coupon will allow for two admissions at the discounted prices. No purchase is necessary at the time the coupon is picked up.
2. Additionally, all those who attend screenings of ***The Bookshop*** at the Madison Art Cinemas may present their movie ticket stub at RJ Julia Booksellers to receive a 10% discount (20% for Booklover Members) off the novel – ***The Bookshop*** by Penelope Fitzgerald.

Lori Fazio, COO of RJ Julia Booksellers, and MAC owner Arnold Gorlick agree that there could be no better fit for a co-promotion than for a poignant movie about “a celebration of books and book lovers and the courage to affront the fear of new ideas.”

Featuring acclaimed actress Emily Mortimer as a “quietly heroic bookshop owner,” with a supporting cast that includes Patricia Clarkson and Billy Nighy, ***The Bookshop*** is a celebration of love and literature and the indomitable power of reading.

The Madison Art Cinemas provides a highly personalized movie-going experience playing first-run independent art and upscale foreign and domestic films. It is used as a center for community activity with many local organizations using the theatre for fundraisers and community events. It is a place where we present the stories of other people’s and cultures, as well as our own, as bridge to understand them and to see others’ virtues.

R.J. Julia Booksellers opened almost 30 years ago as an independent bookstore whose mission was, and is, to be a place where words matter, where writer meets reader, where the ambiance and selection and merchandising of books creates an atmosphere that is welcoming and presents the opportunity for discovery. Having won several major awards nationally, statewide and locally, RJ Julia hosts over 300 events each year.