



10th May 2011

Cinema Release!

The 2011 Speight's Coast to Coast documentary will be released in May and June in cinemas throughout New Zealand.

The Race Director of the Speight's Coast to Coast, Robin Judkins, announced today that he had secured a cinema release for this years documentary in 21 cinemas in 21 cities from Whangarei to Invercargill.

"I'm over the moon" said Mr Judkins. "This documentary is a beauty with superb coverage of the kayaking and mountain running sections. You've never seen the South Island look so good and I'm going to have a great deal of fun touring it around New Zealand in preparation for next February's 30th Anniversary event which is dedicated to the "Good Mates" who make it possible for others to compete in this event."

"This is the first time a documentary of a sports event has been released in New Zealand cinemas" Mr Judkins said, "and I've been thrilled by the response of the theatre managers – they're very enthusiastic! The scenery is fantastic!"

"For the last four years the documentary director, Steve Knowles and I have been building a team of multisport competitors into multisport cameramen and women. Using the footage they gather each year we've progressively built website coverage of the event from 1.5 million hits to 11.4 million in 2010 and now 14.1 million hits this year."

"We've selectively combined this coverage into a 50 minute television documentary which went to our Hong Kong distributor last week."

"Because we shot all the footage in high definition digital format we're able to show this on the much larger cinema screens. It looks great." said Mr Judkins, "especially from the competitors viewpoint – it's all up close, tight and sweaty. This is the best footage I've ever seen. There have been over 70 television documentaries made of the Speight's Coast to Coast in its 29 year history and each year it screens in up to 120 countries."

This years documentary will also screen at the Mountain Film Festival in New Plymouth in July and August and will be offered to the other Mountain Film Festivals.

"I'm going to personally present each screening on the tour" said Mr Judkins, "and I think it will be a hoot. There is no charge for admission. All you need is a sense of humour."

The itinerary is:

Whangarei – Monday, May 16, 6.30pm, Event Cinema, 18 James Street

Auckland – Tuesday, May 17, 7pm, 8.15pm, 9.30pm, Rialto Cinema, 167 Broadway, Newmarket (3 screenings)

Hamilton – Wednesday, May 18, 8.30pm, Lido Cinema, Victoria Street

Tauranga – Thursday, May 19, 7pm, Rialto Cinema, Goddard Centre



Whakatane – Friday, May 20, 8.30pm, Cinema 5, The Strand
Gisborne – Saturday, May 21, 7pm, Odeon Multiplex, Gladstone Road
Havelock North – Sunday May 22, 7pm, Cinema Gold, Joll Road
Palmerston North – Monday, May 23, 7.30pm, Cinema Gold, Broadway Avenue
New Plymouth – Monday, May 30, 8pm, Art House Cinema, Devon Street West
Rotorua – Tuesday, May 31, 7.30pm, Basement Cinema, Hinemoa Street
Wellington – Wednesday, June 1, 8pm, Reading Cinema, Courtney Place

Arrowtown – Friday, June 3, 6.30pm, Dorothy Browns Cinema, Buckingham St
Invercargill – Tuesday, June 7, 7.30pm, Reading Cinema, Dee Street
Dunedin – Wednesday, June 8, 7pm, Rialto Cinema, Moray Place
Oamaru – Thursday, June 9, 7.30pm, Movie World 3, Thames Street
Timaru – Friday, June 10, 7pm, Moviemax Cinema, Canon Street
Ashburton – Monday, June 13, 7.30pm, Regent Cinema, Wills Street
Hokitika – Tuesday, June 14, 7.30pm, Regent Cinema, Wells Street
Nelson – Wednesday, June 15, 7pm, State Cinema, Trafalgar Street
Blenheim – Thursday, June 16, 6.45pm & 7.45pm, Top Town Cinema, Kinross St
Christchurch – Monday, June 20, 7pm & 8.15pm, Hollywood Cinema, Sumner

For any schedule changes or additional screenings go to www.coasttocoast.co.nz
Please be early and tell your mates they cannot reserve a seat, it's first in first served and there is no admission fee!

Robin Judkins
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