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**CULTURAL LEADERS INAUGURATE
EMERGING CINEMAS AT SCRANTON CULTURAL CENTER**

**“Film-cutting” Ceremony Signals New Era:
Digital Technology to Offer Local Movie-goers the Latest Indie Films**

**Academy Award-winning Documentary “Born Into Brothels”
Kicks Off Series on Thursday Evening**

Scranton, PA (May 5, 2005) --- Local cultural and civic leaders today participated in a “film-cutting” ceremony, symbolizing an exciting bold new era for Scranton film enthusiasts: via digital technology delivered by Emerging Cinemas, the Scranton Cultural Center today begins to provide audiences the chance to see first-run independent feature films virtually simultaneously with their openings in major cities around the country.

Working together, Emerging Pictures and Scranton Cultural Center, with the Lackawana County Library System and Everhart Museum, supported by the Lackawana Culture and Education Fund, launch the program with a 7:30 p.m. Thursday screening of “Born Into Brothels,” the 2005 winner of the Academy Award for Best Documentary Feature. The film will play through May 8th, to be followed in the coming weeks by:

“Head On” - May 12-15

“Mondovino” - May 17

“The Ballad of Jack & Rose” - May 26-29

“Lipstick & Dynamite” - June 2 - 5

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Barry Rebo and Giovanni Cozzi, Emerging Cinemas Chairman and President, respectively, joined Scranton First Lady Donna Doherty for the ceremony. Others on hand were: Jo Ann Fremiotti, Executive Director, Scranton Cultural Center; Don Webster, Board President, Scranton Cultural Center; Regina Peters, Lackawana County Commissioner's Office; Mary Garm, Executive Director, Lackawana County Library System, and representatives from the Lackawana County Library Board and Everhart Museum.

Giovanni Cozzi, President of Emerging Pictures, said, "With this 'film-cutting,' we are officially marking the beginning of a new era in Scranton. Now, movie fans will be able to enjoy first-run, award-winning independent films at the same time as audiences in New York, Los Angeles or anywhere else." He added, "We're very pleased to be launching this program with 'Born Into Brothels,' particularly because of its positive messages and Academy Award-winning pedigree. Without this partnership with Scranton Cultural Center, this film would never have played theatrically in Scranton."

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