



DOWNTOWN CAMPBELL BUSINESS ASSOCIATION

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FOR IMMEDIATE RELEASE:

Sundown Cinema Returns to Downtown Campbell for a Sixth Season

Campbell, CA – June 16, 2009 – Sundown Cinema will be returning to Downtown Campbell for a sixth season. The popular summer outdoor movie series will begin a ten week run starting on July 3rd. Movies will be shown on Friday nights at sundown in the parking lot on Campbell Ave between North 1st St. and Central Ave. Admission is free, but donations are appreciated and are essential to the survival of the movie series.

Sundown Cinema continues to be a unique experience that's produced by the community for the community. It's entirely powered by volunteers and is funded solely by audience donations and sponsor contributions. This year's series is being organized by members of the socialwave.net online community website with support from the Downtown Campbell Business Association.

The series was started in 2004 by Campbell resident Manuel Viveros and several family members as a grassroots effort to spread culture and community through classic movies. As it developed a following, it became more than just another movie series. It became an expression of community spirit that attracted a large regular following, many of whom, showed up early every week to socialize with friends and other regulars.

It was that spirit that brought the movies back for a sixth year after Viveros decided it was time for him to take a summer off after being the driving force behind Sundown Cinema for all but one year of its existence. Jim Aspinwall, a Sundown Cinema fan, did not want to see a good tradition slip away so he contacted Sheldon Chang about teaming up to keep the films rolling. Chang, who had been involved in assisting Sundown Cinema in the past, agreed that the disappointment would be tremendous if the movies stopped.

Sundown Cinema will be back for 2009. The movie schedule has not yet been finalized, but will be released by June 22nd and announced on downtowncampbell.com. This year's selections will expand on the format of previous Sundown Cinemas by introducing some popular films of more recent years into the lineup of movie classics.

Viewers must bring their own chairs and are also advised to carry a blanket or jacket to keep warm. Popcorn and limited concessions will be available at the movies and for the first time, Sundown Cinema will feature food delivery service straight to the parking lot from Quiznos.

Sundown Cinema 2009 was made possible by a generous sponsorship from Quiznos in Downtown Campbell and by additional support from the Sonya Paz Gallery, the Campbell Express, and Cary Stover CPA. Sponsorship opportunities continue to be available for Sundown Cinema 2009. All interested parties should e-mail info@downtcampbell.com for details.



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About the Downtown Campbell Business Association

The mission of the Downtown Campbell Business Association (DCBA) is to improve the commercial and social climate of Downtown Campbell for the benefit of its businesses and the surrounding community. The DCBA is proactive in efforts to promote Downtown Campbell as a destination and acts as the sponsor of various community events that contribute to the cultural and social environment of Downtown Campbell. For more information about the DCBA and its activities, please visit www.downtowncampbell.com.

About Socialwave.net

Socialwave.net is a Campbell based online community network dedicated to promoting social activities and opportunities for community engagement in Northern California.

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