

Dear Patrons,

The Bloor Cinema is grateful for all your support in the past. We sincerely do our best to provide friendly service at the lowest possible cost to you, from snack bar to ticket prices -- including free, real whole butter on your popcorn. We offer at our expense at least two free screenings a year: One at Christmas time in appreciation of your continued support; One for what has become a popular annual event, The Academy Awards on our big screen live via satellite direct from Hollywood.

In order to better serve you and all of the valued film festivals that we host, we have decided to take a big leap forward. We will be upgrading our 35mm projectors and revamping our entire sound system. Our new state of the art sound equipment will exceed industry standards, but we have decided to go all the way and install this extremely costly system.

To stay financially sound, our revenue will have to increase. After a lot of thought and consideration we decided that raising ticket

and/or snack prices would be too drastic a measure to impose since it would be an ongoing additional expense to you, our patrons. So we turned to another source of income—our annual membership card. We are aware that increasing the cost of a membership might be a burden to many of our student and financially challenged patrons but we felt that the lowest overall financial impact would be to change our annual \$3.00 membership to a \$3.00 semi-annual membership. The new membership will take effect May 1, 2007. We hope this will offset a good portion of our upgrade costs as well as our increased operating costs. We thank you for your understanding and appreciate your continued support.

Maintaining the largest one-plex in the city is not easy considering high property taxes and expensive utility bills—it's a big building! Costs in all areas have all gone up (except for a one percent G.S.T. reduction) since we reopened in May of 1999 as a fully independent family run operation. Unforeseen but necessary building maintenance caused us to close temporarily in January of 2004. During that two-month

closure, we were graciously offered help from the community, but we declined. Perhaps our pride got in the way or we didn't want to bother anybody. Nevertheless, when we reopened, Ruth, of Ruth's Hemp Bars, personally delivered to me (while I was in the box office) our usual shipment of bars and insisted that we not pay. We love you Ruth. Thank you so much!

We are planning a Bloor Cinema fundraiser in the near future. If you have any ideas or would like to help out or participate in any way, please let us know by emailing [info@bloorcinema.com](mailto:info@bloorcinema.com) or, if you don't have access to the internet, by calling 416-889-4321.

Watch for the official presentation of our grand new sound system. You may want to pick up a Ruth's Hemp Bar at our snack bar before the show.

Sincerely,

Paul Bordonaro  
The Bloor Cinema Family