

National Association of Theatre Owners of Wisconsin & Upper Michigan: Wisconsin movie theater owners to Gov. Evers: Thank you! Business grant program recognizes enormous industry struggle

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The National Association of Theatre Owners of Wisconsin & Upper Michigan (NATO-WI & UP) is deeply appreciative of Governor Evers' efforts to help Wisconsin's movie theaters.

"By acknowledging the tremendously dire situation that our industry is facing in the midst of this pandemic, Governor Evers has created a program to help bridge us to the other side" stated George Rouman, President of NATO-WI&UP and owner of Rouman Cinema in Rhinelander, Wisconsin.

"After suffering nearly six months of complete closure in 2020 with almost zero revenue, this lifeline will help movie theaters survive in Wisconsin - but only in the short term. Due to a continued loss of new movie content from Hollywood studios, the real long term help we need requires action at the federal level - by our U.S. Senators and Congressional delegation. Without this assistance it's estimated that 69% of all small and mid-sized movie theater companies will be forced to file for bankruptcy or close permanently."

Rouman adds, "We are thankful to be operating in a state that has identified our struggle, and also recognizes the cultural importance that our movie theaters have

in their communities.”