

For Immediate Release
Public Service Announcement
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“Shadow of A Doubt”

VIP Reception and Special Showing at the Roxy to Benefit the Rose Parade

Santa Rosa, California (April 15, 2011)—“Support Your Local Parade” at the Roxy Theater with a VIP Reception and a Special Showing of the locally filmed Alfred Hitchcock movie *Shadow of a Doubt* on Thursday, April 28 at 6:30 pm.

Alfred Hitchcock considered this 1943 thriller to be his personal favorite among his own films, although it is not as popular as some of Hitchcock's later work. Scripted by playwright Thornton Wilder and inspired by the actual case of a 1920's serial killer known as "The Merry Widow Murderer," the movie sets a tone of menace and fear by introducing a psychotic killer into the small-town comforts of Santa Rosa, California. Through narrow escapes and a climactic scene aboard a speeding train, this witty thriller strips away the façade of small-town tranquility to reveal evil where it's least expected. And, of course, it's all done in pure Hitchcockian style.

Starring Teresa Wright and Joseph Cotton, movie goers will recognize many local landmarks and maybe even some of the movie extras. Tickets are \$10 per person for the movie and VIP Reception and can be purchased in advance at the Roxy Theater at 85 Santa Rosa Avenue; online at www.movietickets.com; and at the door the night of the showing. Proceeds go to support the 117th Annual Luther Burbank Rose Parade scheduled for Saturday, May 21, 2011.

A special thank you goes out to former Rose King Dan Tocchini and the Tocchini Family of North American Cinemas for their support of this year's Rose Parade. As a special treat, parade goers are invited to visit the Roxy Theater immediately following this year's parade on Saturday, May 21 for a free showing, all day long, of *Shadow of a Doubt*.

For more information on this Special Movie Showing, to become a sponsor of the Parade or for more information about this year's event go to www.roseparadefestival.com or call 707-523-3728.

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