



The National Association of Theatre Owners of
Wisconsin and Upper Michigan

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Movie Theater Owners Thank Governor Evers for Identifying Ongoing Industry Struggle & Creating New Grant Program

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

*"Governor Evers and his administration recognized that various industries, including movie theaters, are still facing overwhelming challenges," stated **George Rouman, President of NATO-WI&UP and owner of Rouman Cinema in Rhinelander, Wisconsin.** After suffering nearly complete closure for most of 2020 with little to no revenue, this boost will help movie theaters survive in Wisconsin. Due to our unique business model and the ongoing challenge that we've faced in getting new movie content as a result of COVID-19, our industry's recovery will take much longer than many other sectors of the economy."*

Rouman adds, *"We are thankful to be operating in a state like Wisconsin that has identified our ongoing struggle, and also recognizes the cultural importance that our movie theaters have in their communities."*

The National Association of Theater Owners (NATO) of Wisconsin and Upper Michigan represents approximately 700 screens at over 100 locations statewide.