

# CINEMA SALEM

For Immediate Release  
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**Cinema Salem to Host First American Theatrical Screening of Ukrainian Film  
Governor Baker, Cong. Moulton & Mayor Driscoll to Speak  
Fundraiser to Support Humanitarian Aid to Ukraine  
March 13, 2022, at 4:30 PM**

Salem MA – Cinema Salem will host the first US theatrical screening of *The Guide*, a 2014 Ukrainian film set against the backdrop of Soviet efforts to exterminate Ukrainians in the 1930s. Governor Charlie Baker, Salem Mayor Kim Driscoll and Cong. Seth Moulton will be among those speaking before the film.

The evening is a fundraiser to support Ukraine relief efforts.

Oles Sanin, the film's highly regarded Ukrainian director, has provided a 5 minute video to introduce the film. Efforts are still being made to arrange a live link with Sanin in Kyiv.

**The event is scheduled for March 13, 2022. The program begins at 4:30 pm.**

**Tickets are free, but donations will be solicited. Reservations are required:**  
<https://www.cinemasalem.com/movie/the-guide-povodyr>

Proceeds from the fundraiser will be forwarded to selected nonprofit 501(c)(3) organizations already active in providing humanitarian assistance to the Ukrainian people in Ukraine and nearby countries. Among those to be supported will be the International Red Cross, the International Organization for Migration, and smaller Ukraine focused charities that are still being vetted.

"We are all trying to help the people of Ukraine in whatever way we can," said Marshall Strauss, co-owner of Cinema Salem. "We are excited that we are able to bring this film to the US and that all ticket proceeds will go to Ukrainian relief," he added.

Cinema Salem is working with others in the cinema industry to make *The Guide* available across the nation. That national roll-out will occur next week. Cinema Salem will be the first theater to screen the film.

Strauss noted the strong commitment of the film world to supporting Ukraine. "In only days, cinema leaders stepped forward to work with us," Strauss said, "to make sure this film is seen across the country." All proceeds from ticket sales are being donated to Ukraine relief. Cinemas will forward donations to a special Ukraine Relief Fund that is being managed by Human & Civil Rights Organizations of America, Inc. Strauss is board president of this national group which was established in 1994 and has handled millions in donations.

Among those supporting this effort are the Harvard Ukrainian Research Institute, the Ukrainian Film Club at Columbia University, and the Digital Cinema Distribution Coalition.

Strauss and his wife Elaine Gerdine re-opened Cinema Salem in 2021, more than a year after the cinema had closed due to the pandemic. Formerly the chair of Plummer Youth Promise and currently the board treasurer of the Salem Pantry, Strauss has been active in the human rights field and nonprofit sector for decades. In the 1990s, he was instrumental in arranging support for Russian filmmakers who ultimately were able to show

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more than 20 human rights documentaries on Russian TV. He was also a key advisor to Chinese dissidents who escaped to the US after the 1989 Tiananmen Square massacre.

## **About Oles Sanin – Director of *The Guide***

Sanin is a leading Ukrainian film director of the post-Soviet generation. He has worked in tandem with his childhood friend Serhii Mykhalchuk, the internationally recognized Ukrainian cinematographer. Their collaboration has produced works that are visually striking and deeply poetical. Sanin's *The Guide* was Ukraine's entry for the Academy Awards in 2014. Sanin is in Kyiv.