



**09/23/24**

**For Immediate Release**

Contact: Randall Rego, Marketing Coordinator

info@hollywoodtheatre.org, 503-281-1142

**Movie Madness VHS SWAP Returns to the Portland Retro Gaming Expo**

For the second year in a row, Movie Madness is proud to partner with the [Portland Retro Gaming Expo \(PRGE\)](#) to host a FREE VHS SWAP. This event will occur at the [Oregon Convention Center](#) on Saturday, September 28th, 2024 from 10AM - 5PM in rooms C123 & C124 and will not require a ticket to the PRGE to attend. However, those who do have tickets to PRGE will be allowed in first. So if you want to be at the front of the line, be sure to purchase tickets to the expo. In addition to the public swap, Movie Madness will be hosting local content creators, stores, and artists in the VHS / Physical Media community.

“Video stores and retro gaming share the same DNA,” explains Movie Madness Event Manager Chris Henager. “When PRGE invited us last year, we were excited to represent the VHS community, and we were lucky enough to find in them a partner that shares our love of physical media. This event will be a great spot to meet people in the community, find a deep cut missing from your VHS collection, or even to start your own.”

**Partners attending will include:**

NIGHT CHANNELS: <https://nightchannels.com>

WYRD WAR: <http://www.wyrdwar.com>

HOLLYWOOD BABYLON: <https://babylonvintage.com>

CINEMAGIC: <https://www.thecinemagictheater.com>

BLACK VIDIOW: <https://blackvvideo.squarespace.com>

VIDEO HOARDER: <https://videohoarder.bigcartel.com>

**About Movie Madness:**

[Movie Madness](#) is a Portland institution. Known for its vast collection, knowledgeable staff, and display cases full of legendary film props, the iconic Belmont storefront has a well-earned reputation as one of the best video stores in the country.

Founded in 1991 by Mike Clark, Movie Madness has grown over the years to include 90,000+ titles encompassing new releases, childhood classics, foreign films from more than 65 countries, an extensive LGBTQ section, and VHS and cult rarities.

In 2017, when Mike was ready to retire, he approached his friends at the nonprofit Hollywood Theatre to see if they'd be interested in purchasing Movie Madness. The Hollywood saw an

immediate alignment with their mission of preserving and promoting the art of film, and jumped at the chance to help save a true Portland institution.

After a successful crowdfunding campaign raised more than \$315,000, the Hollywood took over ownership of Movie Madness in January 2018.

**About the Hollywood Theatre:**

The Hollywood Theatre is a not-for-profit, three-screen historic movie house in Portland, Oregon. Its mission is to entertain, educate, inspire and connect the community through the art of film, while preserving a historic Portland landmark. Since 1997, the Hollywood has earned a national reputation for a unique combination of award-winning film and event programming and fiscal sponsorship services for local filmmakers. In 2018, after a successful crowdfunding campaign, the Hollywood took over operations of legendary Portland video store Movie Madness and its collection of more than 90,000 movie titles. For more information, call 503-281-1142 or visit [hollywoodtheatre.org](http://hollywoodtheatre.org).



