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For Immediate Release

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**Movie Madness launches their “Adopt a Movie” program to support
Portland's last video store!**

“There’s every conceivable pleasure and curiosity to be satisfied at a place like Movie Madness. You feel guided by such a love of movies. Movie Madness is a true tribute to what loving film really means.” –Todd Haynes, filmmaker



Starting December 3rd, with a donation of \$200 or more, customers can symbolically adopt a title in the Movie Madness collection while providing meaningful support to one of Portland's greatest treasures!

Movie Madness is home to one of the largest and most in-depth film collections (over 90,000 at last count) in the world, painstakingly curated by our expert staff over three decades. It is an irreplaceable cultural resource - and it's up to us to keep it alive.

Give today to support the store's ongoing operations and ensure that films from all over the world remain available for the public to discover.

Here's how Adopt a Movie works:

1. [Make a gift of \\$200](#) or more!
2. When prompted during the donation process, enter your preferred name for recognition and a list of your top 3 film or television titles that you'd like to adopt. We will do our best to accommodate your first choice. [View previously adopted titles here.](#)
3. Shortly after making your gift, you will receive an official Certificate of Adoption in the mail (along with a donation acknowledgment letter that can be used for tax documentation.)

4. A recognition label will be placed on the front of every copy of your chosen film in Movie Madness by early January. (The label and certificate are both designed by Portland artist [Wokeface](#))
5. You will earn cosmic cool points and our eternal gratitude for supporting one of the last video stores in the world! Long live physical media!

"Movie Madness keeps movies and shows accessible to the community in a way that streaming services can't. When I was a child, my mom and I would watch this one B movie every time it was on TV. When she passed away, the movie wasn't available on any streaming service for years. But it was available at Movie Madness every time I looked for it. It didn't win awards and it's not on anyone's bucket list, but if the memory is worth preserving, then the movie is worth preserving." –Kellie O'Rourke, Movie Madness Member



Links:

Adopt a Movie: <https://www.moviemadness.org/adopt/>

Previously adopted movies:

https://docs.google.com/spreadsheets/d/1EdGkLb_gBs0DP5rhj-qn5g4pZ3fsfv58G4vWyZ9udso/edit?gid=0#gid=0

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.