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Rheem Senior Matinee Hanging by a Thread

By Sophie Braccini

On Wednesday, March 3rd, the first ever classic movie matinee attracted only 30 customers to the Rheem Theatre in Moraga. Disappointed by the turn out, theater owners Jim Sheehan and Tom Peterson decided to cancel the plan to hold such projections every Wednesday. "Tom (Peterson) told me that if 100 people did not show up at the next presentation, they would not be able to afford to continue," said Chamber of Commerce President Edy Schwartz. So for the second showing, all of Moraga seniors rallied and the theater sold 80 tickets. "We even had people going to the Convalescent Hospital and wheel in patients!" says Schwartz, who also wanted to acknowledge the campaigning done by the Moraga Movers. "At that level of attendance, they will keep the matinee going," concluded a hopeful Schwartz. The matinees are held at the Rheem Theatre, 350 Park St, Moraga, every Wednesday at 1:30 p.m. in the main theater. Call 988-3411 for more information.

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