

# THE NEW PARKWAY

Dear Parkway Lover:

It's been a full month since the Chengs and the New Parkway went our separate directions and a terribly frustrating month at that. I feel like we keep waiting for things to happen that are outside of our control, and it's a rough way to lead a life, sitting in limbo and not having much of a sense of what kind of wave is either going to carry us forward or smack us backwards at any minute. And all I keep thinking is that we've got thousands of people supporting the cause, over a half million dollars in resources that we're ready to spend, and we just need a suitable building to make this happen. Maybe we need a Rick Perry-style Day of Prayer to revive the Parkway. God knows it couldn't hurt at this point...and this is coming from an Agnostic.

**Looking for an Angel**—Keeping the religious theme going, in lieu of finding a landlord who's willing to put some money into his or her building, I think that one of our best bets is to find a Parkway angel out there who's got \$2 million in a bank account—I know that this clearly doesn't apply to most people on this distribution list—and would like to help get the Parkway back on its feet. We need this angel to buy a building (and we've found a good one) in the \$1.5M range, pump another half million into it, and then we'll arrange for the rest of the improvements and pay a fair rent for the next twenty or so years. Oakland gets its beloved theater back and the angel makes more money in rent than what he/she is getting from the bank, and we'll even throw in a lifetime of free movies. Is there someone out there who can help salvage the Parkway? Anyone? Anyone?

**Other Leads**—Folks on this list have been great about sending me leads on possible locations over the past many months. We've gone the route of looking to find a buyer because we've not found a suitable lease situation, but we'd be thrilled to lease a place if the location and the building are what the Parkway needs. While we're constantly looking at commercial listings, there may be places that are not yet on the market or that we've overlooked, and we're happy to hear your thoughts if it means us getting closer to reopening the Parkway. Do you have the perfect building in mind for us? If so, do let us know.

**Roving Movie Nights**—We've received a very good response to the idea of roving movie nights, though of course that's predicated upon finding a location for the New Parkway first. The one problem is that lots of the people who said that they wanted to volunteer to help make this happen didn't leave their contact info or said that we already had it. Please know that most of our polls are totally anonymous so we don't know who you are. If you're interested in helping out with the roving movie nights,

please be sure to send an email to [volunteer@thenewparkway.com](mailto:volunteer@thenewparkway.com), and then we'll be in conversation with you about this. Thanks!

**Membership**—Membership is going to help out the theater a bunch as we get everything rolling. We love the idea of having a large membership base and having you all out at the theater regularly. The New Parkway is happy to introduce a membership option for our patrons. Here are some of the benefits of membership:

- Free entry to the theater on the first Thursday of every month. Stay for one or both movies!
- Half-price tickets for Sunday thru Thursday regular full-price showings (excludes bargain matinees, 2 for 1 Wednesdays, Rocky Horror and any other special screening)
- For showings when your entry discounts aren't valid, show your membership card for one Parkway Peso, good for a dollar off anything on our menu.
- Free New Parkway t-shirt

And all of that for only \$75. We're only selling 200 such memberships at this price so get them while you can. Find the order form at [www.TheNewParkway.com/orderform.pdf](http://www.TheNewParkway.com/orderform.pdf).

**Volunteer at the Parkway**—Please consider volunteering at the New Parkway, as we're going to have lots of opportunities for one-time and ongoing volunteers, both before and once the theater opens. Please fill out our online form if you're interested in volunteering: <http://tinyurl.com/238hcyc>. And if you've got other questions, please be sure to send us a note at [volunteer@thenewparkway.com](mailto:volunteer@thenewparkway.com).

**Quote of the Week**—we've brought back the Quote of the Week, at least for this newsletter, since this tirade seemed to warrant it. It came from a Mark (I'm omitting his last name) after the last New Parkway News as a response to the whole location discussion:

*“God damn it! This isn't a fucking platform for speaking in bumper stickers. Yes-everyone hates crime. Great. We live in the most liberal place in the fucking country. Every fucking second of every day is everyone's lame ass sounding board for one-upping in liberalism. Shut the fuck up! We're talking about re-opening something we all believe in. Jesus F. Christ! I'm so fucking sick of everyone feigning being offended to make a liberal point. I'm as liberal as they come, but this cry baby shit is driving me fucking nuts. It's not even about issues anymore. It's about who can be more offended by marginally offensive infractions. Fuck!!!!!! None of us are racists. That's why we fucking live here. I wish you the best of luck. I'd love to see the new theater open. I wait patiently.”*

**Archive of Newsletters**—If you've missed out on some of the past New Parkway News, you can now find an archive of all of them at [www.TheNewParkway.com/NPNews](http://www.TheNewParkway.com/NPNews).

**Join the Mailing List**—For anyone who would like to join the mailing list, you may do so at: <http://thenewparkway.com/maillinglist.html>.

**Unsubscribe**—if you've had enough of these missives, you can always unsubscribe using the link at the bottom of this page.

Thanks again for your support of the New Parkway!

Moses

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