

# Helping the Labia Theatre go digital gold

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The Labia, a well-known independent art cinema in Cape Town, has come to realise that their outdated equipment has them facing their biggest challenge yet: converting to digital.

After surviving many maintenance issues and political boycotts, owner Ludi Kraus, whose father formerly operated a film cinema in Namibia, has decided that this gem is too precious to let go without a challenge. The Labia will need to turn to digital projectors to keep their doors open as films are no longer being released on celluloid and the parts for the old film projectors are no longer being produced. Thus Ludi has turned to Thundafund.com with a project to raise funds that could keep the cinema operating.

Tractor Outdoor decided to show their support by sponsoring a billboard to help market the Thundafund campaign. "With the Labia Theatre being such a historic venue, we felt that we needed to offer our support," says Simon Wall, MD of Tractor Outdoor.

The Labia has already reached the initial target of R150,000 and are now aiming at R2,000,000 which would be used to "vamp up her glam" and keep the cinema operational for many years to come.

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