

What got Americans through the Great Depression? It wasn't the CCC or the New Deal, it was Clark Gable, Greta Garbo, and Fred Astaire. Now here we are, isolated, jobless, shaken, and only just beginning to crawl out of a year of upheaval and unprecedented uncertainty. America needs help, and so do Americans. And the best way to help Americans, as we emerge from the nightmare of the past twelve months, is to give us something to laugh at, something to look forward to, something to help us dream again.

Salem Cinema needs saving. Every cinema needs saving. We all need saving, and we all need the cinema.