



January 2, 2014

To Whom It May Concern,

I am writing in support of the documentary film *Walking the Camino: Six Ways to Santiago* directed by Lydia Smith. *Walking the Camino* has an extremely large niche audience and the film performed very well at the Hollywood Theatre in Portland, Oregon. It opened for us on September 6th, 2013 and in its first week grossed \$13,090. In total, the film grossed \$26,635 over 11 weeks (some weeks only included a couple of showtimes.) Note: we have \$8 GA tickets and \$6 senior tickets - and we sell a lot of senior tickets for this film.

The timing of the film is excellent as the Camino de Santiago is very popular right now. On top of that, Lydia is an excellent marketer who knows how to find the audience for her film. Additionally, many of the people who come see the film come back to see it a 2nd or 3rd time, which reminds me of the popularity of *What the Bleep Do We Know?* It is most definitely a word of mouth film that has legs once it gets going.

If you have any questions about our run of *Walking the Camino*, please feel free to contact me.

Regards,

A handwritten signature in black ink that reads "Doug Whyte".

Doug Whyte  
Executive Director

Office: 1827 NE 44th Ave, #130, Portland, OR 97213 | 503.281.1142 | [hollywoodtheatre.org](http://hollywoodtheatre.org)

“★★★★★”

-Wendy Bumgardner - About.com

“Captivating, beautiful documentary.”

-Richard Von Busack, North Bay Bohemian

“Films tell stories. They educate us, they entertain and once in a great while they enlighten us. *Walking the Camino* does all of these.”

-MattsMeditations.com

“Soulful, spiritual, invigorating, accepting, and so damn pretty, *Walking the Camino* feels like a warm hug on a sunny day.”

-Bernard Boo, Way Too Indie

“The credits of the film thank Martin Sheen, who recently starred in *The Way, a dramatic narrative film about a father walking the Camino to get closer to his recently deceased son. The nonfiction version of that film is what we see here, and truth is indeed stranger, more vibrant, and more enjoyable than fiction.*”

-Ygal Kaufman, Corvallis Advocate