

Contact

Nikhil Chand, Founder, CoinNEO
nc@coinneo.com
(216) 202-0423
www.coinneo.com

Bitcoin Film Premiere In Cleveland Heights

Cleveland Heights, Ohio: October 3rd, 2014, Bitcoin Boulevard US businesses along Lee Road host the worldwide release of the much anticipated documentary THE RISE AND RISE OF BITCOIN, launching at Cleveland Heights' Cedar Lee Theatre. Distribution rights for the film were purchased by L.A. based Gravitass Ventures, which recently opened its downtown Cleveland office. Showtimes and retail incentives along Lee Road through October 9th.

THE RISE AND RISE OF BITCOIN follows the stories of digital currency entrepreneurs and startups that are helping shape this emerging technology. The film will open to a red carpet event, offering Q&A's with the movie's producer Patrick Lope and subject Daniel Mross. There will be pre and post parties hosted by Lee Road merchants on October 3rd, and incentives at the various Bitcoin Boulevard US participating retailers throughout the week of the screenings.

Cleveland Heights resident Nikhil Chand, founder of CoinNEO, successfully led merchants in the Cedar Lee district in becoming Bitcoin Boulevard US, the nation's first organized merchant community offering Bitcoin as a form of payment for customers. Bitcoin Boulevard US has drawn attention from the world press, including *Newsweek*, *NPR*, *Fusion TV*, and *The Plain Dealer*.

Bitcoin Boulevard US continues to organically attract new global audiences to Lee Road. Chand explains, "Gravitass had no prior relationship with Bitcoin Boulevard US when it decided to acquire this film. Coincidentally, its president Michael M. Murphy is a former Northeast Ohio resident who has chosen to reinvest in our city by moving his family and his offices from L.A. to Cleveland. Our efforts have united around Bitcoin, and we can't imagine a more appropriate place on Earth for the launch of this compelling film to take place."

Bitcoins are digital currency units, transmitted over the stateless and global Bitcoin payment network. The Bitcoin network validates all transactions of bitcoins, eliminating the need for 3rd party private banking institutions. Businesses pay between 0-1% for bitcoin transaction fees, and have the option to settle bitcoin revenues in dollars, bitcoins, or a percentage of both. Since May 1, 2014, Cleveland Heights merchants continue to see direct revenues driven from Bitcoin adoption and are optimistic that revenue will continue to grow as merchant adoption increases.

[Bitcoin Boulevard US](#) events for [THE RISE AND RISE OF BITCOIN](#):

October 3rd, 2014:

4:30pm: Pre-party at The Wine Spot: "Bitcoin 101" education session and film VIP meet and greet.

6:00pm: Red carpet event at Cedar Lee Theatre.

7:05pm: Showtime, THE RISE AND RISE OF BITCOIN, followed by Q/A with Patrick Lope and Daniel Mross.

9:00pm: Post-party at Parnell's Pub. Show ticket stub or mention Bitcoin, receive \$1 off beverages.

October 3rd-October 9th, 2014:

Additional film showtimes: <http://www.clevelandcinemas.com/moviedetails.asp?id=5355>

The Katz Club Diner: Mention Bitcoin, order a diner burger and get a complimentary house made dessert or shake. Any payment method accepted.

Sweetie Fry: Order French fries or ice cream, show movie stub or pay with bitcoin and you are entered in a raffle to win 25 free scoops.

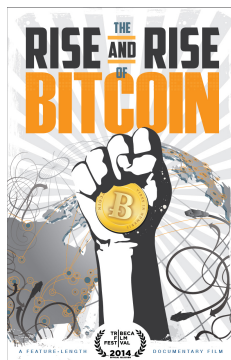
The Wine Spot: Show ticket stub and purchase a beverage, receive 25% off cheese plate.

Parnell's Pub: Show ticket stub or mention Bitcoin, receive \$1 off beverages.

Revive: Mention Bitcoin, receive 10% off any apparel, plus an additional 5% off if you pay with Bitcoin.

Mitchell's Chocolates: Show ticket stub or pay in Bitcoin, receive 5% off.

Stay tuned to event updates at [The Cleveland Bitcoin Meetup](#).



About CoinNEO

Located in Cleveland Heights, CoinNEO partners with organizations to explore Bitcoin opportunities. CoinNEO's founder is Nikhil Chand, a Cleveland technology professional promoting safe, secure, and practical technology solutions. Chand believes Cleveland's economic renaissance is a welcoming platform for emerging technologies such as Bitcoin, and believes CoinNEO's contributions help fortify Cleveland's position as a global leader in technology innovation.

www.coinneo.com | www.bitcoinboulevard.us