Starting Thursday, Feb. 7, the Peerless Theatre in Holyoke will be partnering with Christian Theatrical Releasing to bring faith-based and family films to the screen.

Peerless manager Bob Brandt said the full-length feature films will be shown on the first and third Thursdays at 7 p.m. and the following weekend at 4 p.m. matinees on Saturdays and Sundays.

The only exception to this will be when Fathom events have been scheduled during those time slots.

Brandt said the Peerless is very excited to be offering Christian-based cinematic content when they've seen the kind of response from the community for movies such as "Fireproof."

"It's obvious the audience support is there," said Brandt.

The first title that will be shown all six screenings in February is "The Sound of the Spirit."

As more feature films become available in CTR's catalog, Brandt said there could be two different films shown each month. But initially one film will be shown all month.

CTR's mission is to get Christian, faith-based and family films shown in movie theaters around the country. Ninety percent of Christian films go straight to DVD or digital distribution. CTR looks to offer a new alternative for filmmakers in this genre.

They are not a distribution company that looks to put out DVDs, Blu-ray or digital downloads. They are looking to work in conjunction with other companies to get these types of films into theaters.

The films will overwhelmingly be DVDs or Blu-rays, said Brandt. He emphasized this is unlike DVD series shown in the past at the Peerless, as CTR allows them to charge admission.

Through the agreement with CTR, a portion of the admission goes to CTR, a portion to the original production company and a portion to the Peerless.

Film titles for this faith-based and family series will be listed in the Peerless's weekly movie ad in The Holyoke Enterprise, as well as on the theater's website, thepeerlesstheatre.com .

Additionally, it will be part of the theater manager's weekly e-blast of Peerless activities. To be included on that email blast, contact Brandt at cineman52@gmail.com.

Holyoke Enterprise February 7, 2013