

MUVICO

THEATERS

THE WORLD'S PREMIER MOVIE EXPERIENCE.

FOR IMMEDIATE RELEASE

Don Edwards
954.579.3811

FREE MOVIES AT MUVICO FOR FAMILIES AND FRIENDS

SUMMER FILM FEST

Fun Family Activities For Summer!

June 16th, 2011 (Fort Lauderdale, Florida) – Trying to stay out of the summer heat? Looking for some summer fun that's FREE for the entire family? Look no further than **Muvico Theaters**, The World's Premier Movie Experience.

Beginning June 14, 2011 thru August 11, 2011, all **Muvico Theaters** will host a FREE summer film fest featuring a variety of films for the entire family. The films will be offered every Tuesday, Wednesday and Thursday at 10:00am. Admission will be offered on a "First Come, First Serve" basis. Doors open at 9:30am.

The following movies will be on this year's summer screening list in the order they will be shown; Shrek Forever After, Madagascar 2, Hotel For Dogs, Megamind, How To Train Your Dragon, Kung Fu Panda, The Last Airbender, Monsters vs. Aliens. Check Muvico.com for confirmed run dates.

This fabulous opportunity allows families free movie admission and continues Muvico's efforts of giving back to the community. Due to its overwhelming popularity, **Muvico** has added a third day of screenings to accommodate more movie goers. **Muvico** encourages summer schools, summer youth programs, and camps to attend the free film series. Seating is limited, so early arrival is strongly suggested for large groups.

Highlighting **Muvico**'s ongoing efforts to give back, guests will be able to purchase discounted kids combo popcorn for \$3.50 with a portion of the proceeds being donated to charity. This year's recipient is Will Rogers Motion Picture Pioneers Foundation. The Motion Picture Pioneers Assistance Fund (MPPAF) serves members of the motion picture entertainment industry (exhibition, distribution and trade services) who are encountering an illness, injury or life changing event. For more information, please visit <http://www.wrpioneers.org/>

Muvico is excited to offer this program as it provides families with a true movie experience, different to what they would have at home. It's a fun and free activity for all ages, which provides a "premier experience" to those who normally may not have the ability to do so.

"We are delighted to offer the local communities an opportunity to spend their mornings enjoying a free film at our state of the art theaters and would like to thank our devoted fans for supporting us." states James Herd Jr., Muvico Chief Operating Officer.

For more information, please contact 954-564-6550, or visit www.MUVICO.com

About Muvico Entertainment

Muvico Entertainment, based in Fort Lauderdale, FL now currently operates 152 screens in nine movie theater locations in Florida, Illinois and California, most notably its two newest theaters in Los Angeles and Chicago, each of which features premier auditoriums and full service restaurant. Muvico will continue to expand its nationwide presence, with plans for additional theaters in the greater Chicago and Los Angeles areas.

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