



****Media Advisory: Wednesday, June 15, 2011****

Opening Day Presentations of GREEN LANTERN at *Colossus Vaughan Cinemas* Include Bonus SCENE Points and for the Brave, a Spin on a Human Gyroscope

WHAT: Cineplex Entertainment ("Cineplex") and Warner Bros. Pictures Canada have teamed up to celebrate the release of the highly anticipated movie *Green Lantern*. On June 17th, guests at *Colossus Vaughan Cinemas* can experience a human gyroscope at the theatre beginning at 6 p.m.

Originally designed by NASA to help prepare their pilots and astronauts for flight, the human gyroscope has since been adapted for general fitness and balance training at gyms across the world. In *Green Lantern*, Ryan Reynolds is Hal Jordan - the first human in the Green Lantern Corps. Before joining the Corps., Hal trained relentlessly to become a test pilot for the Air Force. Guests can try the gyroscope to experience just a small component of the extensive training Hal would have endured so they can see if they have what it takes to follow in his footsteps.

SCENE members who purchase a ticket to *Green Lantern* at *Colossus Vaughan Cinemas* on June 17th will earn TRIPLE SCENE points. The SCENE program is free to join, to enroll visit www.scene.ca.

Each night during the first week of *Green Lantern* presentations, the exterior of *Colossus Vaughan Cinemas* will be lit green to celebrate the release of the movie.

About *Green Lantern*

In a universe as vast as it is mysterious, a small but powerful force has existed for centuries. Protectors of peace and justice, they are called the Green Lantern Corps. A brotherhood of warriors sworn to keep intergalactic order, each Green Lantern wears a ring that grants him superpowers. But when a new enemy called Parallax threatens to destroy the balance of power in the Universe, their fate and the fate of Earth lie in the hands of their newest recruit, the first human ever selected: Hal Jordan. Hal is a gifted and cocky test pilot, but the Green Lanterns have little respect for humans, who have never harnessed the infinite powers of the ring before. But Hal is clearly the missing piece to the puzzle, and along with his determination and willpower, he has one thing no member of the Corps has ever had: humanity. With the encouragement of fellow pilot and childhood sweetheart Carol Ferris, if Hal can quickly master his new powers and find the courage to overcome his fears, he may prove to be not only the key to defeating Parallax...he will become the greatest Green Lantern of all.

About SCENE

SCENE is the Scotiabank and Cineplex Entertainment customer rewards program. Subscription to SCENE program is free, offers members an immediate 10 per cent discount on concession purchases, and enables members to earn and redeem points for music, movies, DVDs, movie downloads and concessions. Members can also accelerate their earning power with the SCENE ScotiaCard® (debit card) and SCENE VISA card. Visit www.scene.ca to find out more.

WHERE: *Colossus Vaughan Cinemas*, 3555 Highway 7 West, Vaughan, Ontario

WHEN: Friday, June 17, 2011

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