



For Immediate Release

**Celebrate *Community Day* with FREE Movies  
at the Newly Renovated Galaxy Cinemas Vernon**  
Specially discounted concessions, face painting and more

VERNON, BC, May 27, 2010 (CGX.UN) – Cineplex Entertainment, in celebration of the newly renovated and rebranded Galaxy Cinemas Vernon, is pleased to host *Community Day* festivities on the morning of Saturday, June 5<sup>th</sup>! Vernon area residents can enjoy free movies and specially priced concessions from 8:30 am - 11:30 am with all proceeds donated to The Starlight Children's Foundation.

"We thought *Community Day* would be the perfect occasion to celebrate the phenomenal renovations we have made to our Vernon theatre and simultaneously say thank you to the community," said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. "We've spent more than \$3 million completely renovating this complex and it has been transformed with the addition of all stadium seating, digital and 3D projection systems and a brand new box office. These changes will have a tremendous impact on the movie-going experience for our guests. We encourage area residents to join us for a morning of fun and entertainment and experience this 'almost' new theatre for themselves."

The morning will feature a great selection of free movies as well as specially discounted concession items at the concession stand. Concession pricing will include \$2 for a regular-size popcorn and \$2 for a regular-size fountain drink, with all concession proceeds donated to Starlight Children's Foundation. In addition, clowns and face painting will be available in the lobby for guests to enjoy! The proceeds raised on *Community Day* will support the donation of a *Starlight Fun Centre* to the Vernon Jubilee Hospital. The *Starlight Fun Center* is a mobile entertainment unit featuring a Sharp AQUOS flat-screen television, a DVD player, a Nintendo Wii™ gaming system and a wide variety of Wii games for children to use during their hospital stay.

The newly renovated Galaxy Cinemas Vernon features seven auditoriums with all-stadium seating, where each seat row is approximately 18" higher than the previous row, to ensure unobstructed views by every guest. The theatre also features digital and 3D technology for guests to enjoy the great line-up of 3D movies scheduled to be released this year and beyond. In addition to a newly renovated box office designed to improve guest service, the theatre lobby includes a dynamic new digital signage program with LCD screens that provide both information as well as entertainment.

"We encourage Vernon area residents to come out and experience the 'new' theatre all while supporting two wonderful charities - Starlight Children's Foundation and Vernon Jubilee Hospital," said Marshall.

The morning movie schedule includes:

9:00 am – *Planet 51*  
9:10 am – *Cloudy with a Chance of Meatballs (3D)*  
9:20 am – *Monsters vs. Aliens (3D)*  
9:30 am – *Tooth Fairy*  
9:40 am – *The Twilight Saga: New Moon*

All the movies offered in the morning from 8:30 am – 11:30 am are free of charge to guests and are based on seat availability on a first-come, first-serve basis.

The Starlight Children's Foundation helps seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities.

Galaxy Cinemas Vernon is located at 2306 Highway 6 in Vernon, BC.

#### **About Cineplex Entertainment LP**

As the largest motion picture exhibitor in Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 130 theatres with 1,347 screens serving more than 70 million guests annually. Headquartered in Toronto, Canada, Cineplex Entertainment operates theatres from British Columbia to Quebec and is the largest exhibitor of digital, 3D and IMAX projection technologies in the country. Proudly Canadian and with a workforce of approximately 10,000 employees, the company operates the following top tier brands: Cineplex Odeon, Galaxy, Famous Players, Colossus, Coliseum, SilverCity, Cinema City and Scotiabank Theatres. The units of Cineplex Galaxy Income Fund, which owns approximately 99.6% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange (symbol CGX.UN). For more information, visit [www.cineplex.com](http://www.cineplex.com).

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