



**\*\*Media Advisory: Monday, April 18, 2011\*\***

**Strike First with Advance Movie Tickets for *Thor* in 3D  
at Select Cineplex Entertainment Theatres!**

*SCENE Members can now purchase tickets  
General public on sale begins Friday, April 22<sup>nd</sup>*

**WHAT:** Advance tickets for the highly anticipated Paramount Pictures movie *Thor* are now on sale exclusively for SCENE members. The general public can purchase advance tickets beginning Friday, April 22, 2011. The SCENE program is free to join, to enroll visit [www.scene.ca](http://www.scene.ca).

Special midnight screenings of *Thor* will be presented in 3D on Thursday, May 6<sup>th</sup> (officially 12:01 a.m. on Friday, May 7<sup>th</sup>) at select Cineplex Entertainment theatres including our UltraAVX™ auditoriums. The movie opens in wide release on May 7<sup>th</sup>. Tickets can be purchased at participating theatre box offices, through the Cineplex Mobile Apps and online at [www.cineplex.com](http://www.cineplex.com) using the PRINT SKIP SCAN service or our mobile site [m.cineplex.com](http://m.cineplex.com).

The epic adventure *Thor* spans the Marvel Universe from present day Earth to the mystical realm of Asgard. At the center of the story is The Mighty Thor, a powerful but arrogant warrior whose reckless actions reignite an ancient war. As a result, Thor is banished to Earth where he is forced to live among humans. When the most dangerous villain of his world sends its darkest forces to invade Earth, Thor learns what it takes to be a true hero.

Private screenings and group rates are also available. For more information, call 1-800-313-4461 or email [corporatesales@cineplex.com](mailto:corporatesales@cineplex.com).

**WHERE:** Participating Cineplex Entertainment theatres across Canada, please visit [www.cineplex.com](http://www.cineplex.com) for locations.

**WHEN:** Tickets are on sale now exclusively for SCENE members and for the general public on Friday, April 22, 2011 at participating theatre box offices, through the Cineplex Mobile Apps and online at [www.cineplex.com](http://www.cineplex.com) or our mobile site [m.cineplex.com](http://m.cineplex.com).

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**For additional information, please contact:**

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