



## **NEWS RELEASE**

### **NEW COMMUNITY SCREENING ROOM NOW PLAYING AT JANE AND FINCH**

#### **Cineplex Entertainment and the San Romanoway Revitalization Association “Co-Produce” A New Community Screening Room and Multipurpose Facility**

**Toronto, August 27, 2008**— Just days before the film world descends upon Toronto for its International Film Festival, Cineplex Entertainment and the San Romanoway Revitalization Association (SRA) have joined forces to create a new, state-of-the-art public Screening Room and Multipurpose Facility for the residents of Toronto’s Jane Finch neighbourhood.

Cineplex Entertainment’s donation of a Screening Room to the San Romanoway community is the latest example of the impactful private public partnerships that have been created in what was once dubbed ‘Canada’s worst community.’

“When we learned about the SRA and their need for a community screening facility, we immediately began the process that led to today’s ‘premiere’,” says Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “Community involvement is an integral component in how we do business and we believe passionately in the work being done by the San Romanoway Revitalization Association. We are so excited to officially open and share the room with the community.”

Working with the San Romanoway Revitalization Association and its Executive Director and greatest champion Stephnie Payne, Cineplex Entertainment designed, installed and contributed to the new onsite screening room and multipurpose facility, with support from various trades and suppliers who shared Cineplex Entertainment’s vision for this community.

Among other features, the Screening Room boasts an 18’ x 10’ big screen, digital projection capabilities, an enhanced sound system (including acoustical panels and surround sound), refreshment facilities, and multi-use seating systems. The facility can also easily be converted to allow for a range of other community users and groups, including music and dance programs, health and wellness activities and educational programming.

“This is an area that is in transition, and in large part that is due to the work of the SRA,” says Kevin Green, Chair of the San Romanoway Revitalization Association. “When we formed the organization, we knew that that desire for change existed and that we had the most committed and dedicated people in place capable of making a difference. However, we also knew that to meet our goals, corporate Canada needed to step up, share the vision and become a true partner.

“The involvement of an iconic Canadian company like Cineplex Entertainment today demonstrates that corporate Canada has indeed stood up, and has helped make a difference at Jane Finch. They have built a beautiful, important facility here and they share with us in the success stories of the San Romanoway community.”

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**About the San Romanoway Revitalization Association:**

The San Romanoway Revitalization Association (SRA) is a non-profit organization serving the 4,400 people living in this Jane and Finch community. An innovative and unique program, the SRA is a charitable, non-profit agency that works collaboratively with the private sector, government and other non-profit organizations to provide community development and safety, find proactive solutions to the problems of youth violence in the neighbourhood, and offer cultural/social, educational and enrichment programs for children, youth and families.

**About Cineplex Entertainment**

Headquartered in Toronto, Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 132 theatres with 1,337 screens serving approximately 61 million guests annually. Cineplex Entertainment LP is the largest motion picture exhibitor in Canada operating the following brands: Cinema City, Cineplex Odeon, Coliseum, Colossus, Famous Players, Galaxy, SilverCity and Scotiabank Theatres. The units of Cineplex Galaxy Income Fund, which owns approximately 76% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange (symbol CGX.UN).