



****MEDIA ADVISORY: Tuesday, June 21, 2011****

**Special Encore Presentation of the Tony Award-Winning
The Importance of Being Earnest Broadcast at Participating
Cineplex Entertainment Theatres on June 25, 2011**

WHAT: Cineplex Entertainment, via our *Front Row Centre Events* is pleased to present a special encore presentation of *The Importance of Being Earnest* at participating Cineplex theatres across Canada on Saturday, June 25, 2011 at 1:00 p.m. local time. *The Importance of Being Earnest* was captured live, in high-definition, at the American Airlines Theatre on Broadway in New York City.

The Importance of Being Earnest is a glorious comedy of mistaken identity, which ridicules codes of propriety and etiquette. Dashing men-about-town John Worthing and Algernon Moncrieff pursue fair ladies Gwendolen Fairfax and Cecily Cardew. Matters are complicated by the imaginary characters invented by both men to cover their on-the-sly activities – not to mention the disapproval of Gwendolen’s mother, the formidable Lady Bracknell.

The Importance of Being Earnest was the 2011 Tony Award-winner for Best Costume Design of a Play.

WHEN: Saturday, June 25, 2011 at 1 p.m. local time

WHERE: Participating Cineplex Entertainment theatres across Canada, please visit www.cineplex.com for locations. Tickets can be purchased at participating theatre box offices, through the Cineplex Mobile Apps and online at www.cineplex.com or our mobile site m.cineplex.com.

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For more information, photos or interviews, please contact:

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