



**\*\*MEDIA ADVISORY: Thursday, March 10, 2011\*\***

**Oscar Winner Danny Boyle Directs *Frankenstein*, the latest *National Theatre Live* Production to be Broadcast to Participating Cineplex Entertainment Theatres on Thursday, March 17<sup>th</sup> and 31<sup>st</sup>**

**WHAT:** Cineplex Entertainment, via our *Front Row Centre Events* is pleased to announce the next production of the *National Theatre Live* 2010-2011 season will be *Frankenstein*. Oscar winner Danny Boyle (*127 Hours* and *Slumdog Millionaire*) returns to the theatre to direct this visionary new production by Nick Dear, based on the novel by Mary Shelley. *Frankenstein* will be broadcast live (time-shifted) to select Cineplex theatres across Canada on Thursday, March 17, 2011 at 7:00 p.m. EDT, CDT, PDT and at 8:00 p.m. MDT (time-shifted).

This is the first time ever the *National Theatre Live* will broadcast two separate performances of a production. Throughout the run of *Frankenstein* at the National Theatre, Benedict Cumberbatch and Jonny Lee Miller are alternating the roles of Victor Frankenstein and the Creature. Guests at Cineplex theatres will have the chance to see both combinations.

**March 17:** Benedict Cumberbatch (Creature), Jonny Lee Miller (Victor)

**March 31:** Jonny Lee Miller (Creature), Benedict Cumberbatch (Victor)

Childlike in his innocence but grotesque in form, Frankenstein's bewildered creature is cast out into a hostile universe by his horror-struck maker. Meeting with cruelty wherever he goes, the friendless Creature, increasingly desperate and vengeful, determines to track down his creator and strike a terrifying deal.

**WHEN:** Thursday, March 17, 2011 at 7:00 p.m. EDT, CDT, PDT and at 8:00 p.m. MDT (time-shifted)  
Thursday, March 31, 2011 at 7:00 p.m. EDT, CDT, PDT and at 8:00 p.m. MDT (time-shifted)

**WHERE:** Advance tickets are now available at participating theatre box offices, through the Cineplex Mobile Apps and online at [www.cineplex.com/events](http://www.cineplex.com/events) or our mobile site [m.cineplex.com](http://m.cineplex.com). A special rate is available for larger groups of 20 or more. Please contact Cineplex corporate sales at 1-800-313-4461 or via email at [corporatesales@cineplex.com](mailto:corporatesales@cineplex.com).

The 2010-2011 series will conclude with the Thursday, June 30<sup>th</sup> performance of *The Cherry Orchard* which will be shown live (time-shifted) at 7 p.m. EDT, CDT, PDT and at 8 p.m. MDT at select Cineplex Entertainment theatres.

-30-

**For more information, photos or interviews, please contact:**

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