

NEWS RELEASE TRANSMITTED BY CCNMatthews

FOR: **FAMOUS PLAYERS**

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## **Famous Players, Cineplex Galaxy LP And 9 National Disability Organizations Announce New Initiative**

OTTAWA, ONTARIO--(CCNMatthews - Dec. 3, 2004) -

ACCESS 2 ENTERTAINMENT CARD WILL ALLOW DISCOUNTED ADMISSION FOR SUPPORT PERSONS

As part of the celebrations for the UN International Day of Disabled Persons, Famous Players and Cineplex Galaxy LP, Canada's largest movie exhibitors, in conjunction with a group of nine (9) National Disability Organizations, today introduced a new card that will allow persons with a disability to receive either free admission or a significant discount for their support person when attending a movie. Called the Access 2 Entertainment Card, the program's first official partners are theatres from the Canadian movie exhibition industry, including Famous Players, Cineplex Galaxy LP, Empire Theatres, Landmark Cinemas and other members of the Motion Picture Theatre Associations of Canada. For more information on the Access 2 Entertainment Card, visit [www.Access2.ca](http://www.Access2.ca).

ACCESS 2 ENTERTAINMENT CARD

The Access 2 Entertainment Card program will provide either free or discounted admission (to a maximum of \$3) to the support person accompanying a person with a disability to participating movie theatres across Canada. The person with a disability will pay regular admission. Applications for the card are available immediately, however in order to allow time for processing, the card will first be accepted at

participating theatres as of March 1st, 2005.

Applications for the Access 2 Entertainment Card can be downloaded at [www.Access2.ca](http://www.Access2.ca). Alternatively, persons applying for the card can mail in

a request for the application to: Access 2 Entertainment, 90 Eglinton Avenue East, Suite 208, Toronto, ON, M4P 2Y3. As well, applicants can visit the websites or offices of any of the members of the National Advisory Council listed below.

The application for the Access 2 Entertainment Card must be verified by

a Physician, Nurse, Social Worker, Occupational Therapist, Physiotherapist, Pharmacist, Rehabilitation Counsellor, Audiologist, Registered Health Care Professional or by presenting a copy of an authorized client identification card from a recognized disability service provider (for example the CNIB client identification card).

The

applicant must be a client/patient of the authorizing health care practitioner/service provider.

National Advisory Council of Disability Organizations

The Access 2 Entertainment Card was developed after numerous meetings, initiated by Famous Players and Cineplex Galaxy LP, with nine different, national disability organizations. These organizations include: the Canadian Abilities Foundation, Canadian Association of the Deaf, Canadian Association of Independent Living Centres, Canadian Hard of Hearing Association, Canadian Paraplegic Association, Easter Seals / March of Dimes Canada National Council, Multiple Sclerosis Society of Canada, National Federation of the Blind: Advocates For Equality and People First of Canada. Easter Seals / March of Dimes National Council

will administer the applications and delivery of the card.

The National Advisory Council hopes to begin discussions with other entertainment, leisure and travel organizations to add to the benefits

of the Access 2 Entertainment Card.

Quotes from Famous Players, Cineplex Galaxy LP and the National Advisory Council

"We recognized there was an opportunity to consult with a number of great national organizations who represented people with varying disabilities; people who could bring many innovative ideas to the table

in regards to people with disabilities who require a support person to

go to the movies," said Nuria Bronfman, Vice President of Corporate Affairs for Famous Players. "The result of these discussions, the Access

2 Entertainment Card, has been a tremendously fulfilling process for everyone involved."

"It has truly been a partnership," said Pat Marshall, Vice President of Communications for Cineplex Galaxy LP. "Everyone is a stake holder in the process, and everyone's input has contributed to what we think is a great program. We are proud to be the inaugural members of a great, new initiative."

"Easter Seals / March of Dimes are delighted to have been able to play a role in building an exciting, some have called it historic, coalition with the disability community and two major entertainment corporations - Famous Players and Cineplex Galaxy", said Max Beck, Executive Director of Easter Seals / March of Dimes National Council. "Together we have designed a unique network that will enable us to provide valuable new access and entertainment opportunities for people with disabilities. We are looking forward to bringing new partners into the coalition and to expanding the range of experiences we can offer."

"We are delighted to collaborate with Famous Players and Cineplex Galaxy and our partners in the disability community on a card that will enhance opportunities for people with disabilities," said Valerie Ravary, Chief Executive Officer of the Canadian Paraplegic Association.

"I admire Famous Players and Cineplex Galaxy for having the foresight to tackle this issue by involving our community in the development of an entertainment card," said Traci Walters, National Director of the Canadian Association of Independent Living Centres. "Far too often the public and private sector do not involve people with disabilities in the design of programs and services geared for people with disabilities, fearing that it is a complicated task. This corporate and disability community partnership has turned this notion on its head, and we now have a solution that will work for people with many different types of disabilities and serve a much broader sector."

"I am greatly heartened by this initiative," said Ray Cohen, President and Publisher for the Canadian Abilities Foundation. "This kind of consultation and decisive action may well constitute a model for other organizations within the corporate sector wishing to do business with Canada's growing population of people with disabilities."

"The Canadian Hard of Hearing Association is encouraged, grateful and most supportive of the actions and decisions by The Motion Picture Theatre Associations of Canada," said Colin Cantlie, Special Advisor to the President of the Canadian Hard of Hearing Association. "Our heartiest congratulations for their vision and their positive approach."

"The National Federation of the Blind: Advocates for Equality (NFB:AE) is pleased to collaborate with other disability organizations to offer a blindness perspective on the development of a new theatre program," said John Rae, President, NFB:AE.

"This process has been fantastic," said Peter Park, Representative from People First of Canada. "Government has been saying the disability community should partner with other agencies that are not government related. Personally, I had my doubts as to whether it would work, especially with all of the different viewpoints of each organization, but it has."

"The Multiple Sclerosis Society of Canada is pleased to be involved with Famous Players, Cineplex Galaxy and other organizations in the disability community with an initiative that improves the inclusion of people with disabilities," said Leesa Kopansky, Volunteer Representative, Multiple Sclerosis Society of Canada.

"The Canadian Association of the Deaf is pleased to collaborate with Famous Players and Cineplex Galaxy and our partners in the disability community in this initiative," said James Roots, Executive Director of the Canadian Association of the Deaf.

#### About Famous Players

Celebrating its 85th anniversary, Famous Players is Canada's top grossing theatrical exhibitor. Internationally recognized for its superior technology and innovation in theatre design and guest services, the company operates a total of 84 locations with 794 screens across the country, including theatres in its joint venture with IMAX and its partnership with Alliance Atlantis. Famous Players is a division of Viacom Canada Inc.

#### About Cineplex Galaxy LP

Cineplex Galaxy LP is a leading exhibitor of motion pictures in the entertainment industry. Headquartered in Toronto, Canada, Cineplex Galaxy LP currently operates 86 theatres with a total of 775 screens

in  
6 provinces across Canada. Cineplex Odeon Cinemas, Galaxy Cinemas and the associated brands are owned and operated by Cineplex Galaxy LP. There are 64 Cineplex Odeon Cinemas located in the major urban centres and 22 Galaxy Cinemas featured in mid-size markets. Proudly Canadian, Cineplex Galaxy LP is a public company traded on the Toronto Stock Exchange under Cineplex Galaxy Income Fund (symbol CGX.UN).

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Theatre Chains Participating in the Access 2 Entertainment Card:

Famous Players	<a href="http://www.famousplayers.com">www.famousplayers.com</a>
Cineplex Galaxy LP	<a href="http://www.cineplexgalaxy.com">www.cineplexgalaxy.com</a>
Empire Theatres	<a href="http://www.empiretheatres.com">www.empiretheatres.com</a>
Landmark Cinemas	<a href="http://www.landmarkcinemas.com">www.landmarkcinemas.com</a>
Rainbow Cinemas	<a href="http://www.rainbowcinemas.ca">www.rainbowcinemas.ca</a>
Magic Lantern Cinemas	<a href="http://www.rainbowcinemas.ca">www.rainbowcinemas.ca</a>
Capitol Theatres (Yellowknife)	
Theatre Near You (Burnaby, Surrey, New Westminster BC)	

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..and other Members of the Motion Picture Theatre Associations of Canada. Please check with your local theatre to confirm participation in this program.

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National Advisory Council

Canadian Abilities Foundation  
Tel: (416) 923-1885

Web: [www.abilities.ca](http://www.abilities.ca)

Canadian Association of the Deaf  
Tel: (613) 565-2882  
TTY: (613) 565-8882

Web: [www.cad.ca](http://www.cad.ca)

Canadian Association of Independent Living Centres  
Tel: (613) 563-2581  
TTY: (613) 563-4215

Web: [www.cailc.ca](http://www.cailc.ca)

Canadian Hard of Hearing Association  
Tel: (613) 526-1564  
Toll Free: (800) 263-8068

Web: [www.chha.ca](http://www.chha.ca)

Canadian Paraplegic Association  
Tel: (613) 723-1033

Web: [www.canparaplegic.org](http://www.canparaplegic.org)

Easter Seals / March of Dimes National Council  
Tel: (416) 932-8382

Web: [www.easterseals.ca](http://www.easterseals.ca)

Multiple Sclerosis Society of Canada  
Tel: (416) 922-6065

Web: [www.mssociety.ca](http://www.mssociety.ca)

National Federation of the Blind: Advocates for Equality  
Tel: (800) 561-4774 Web: [www.nfbae.ca](http://www.nfbae.ca)

People First of Canada  
Tel: (204) 784-7362 Web:  
[www.peoplefirstofcanada.ca](http://www.peoplefirstofcanada.ca)  
Toll free: (866) 854-8915

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**FOR FURTHER INFORMATION PLEASE CONTACT:**

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**Max Beck**

**Executive Director**

**(416) 932-8382**

**[Mbeck@easterseals.ca](mailto:Mbeck@easterseals.ca)**

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<https://eservicesccnmatthews.com/hotwFrench/index.jsp>