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Beat the 'Blue Monday' Blues: Survey Shows a Trip to the Movies Can be Therapeutic

On the Most Depressing Day of the Year, Cineplex Cheers Up Canadians with Special SCENE Redemption Offer

Toronto, ON, January 12, 2016 (TSX: CGX) – Cineplex Entertainment (“Cineplex”) announced today that it is on a mission to take the blue out of ‘Blue Monday.’ Falling on the third Monday in January, this day is increasingly known around the globe as the most depressing day of the year. With some experts suggesting there is a connection between movie-watching habits and brain health, Canada’s largest film exhibitor released today the results of a recent national surveyⁱ polling Canadians about their plans for January 18, 2016.

Shockingly, only nine per cent of Canadians plan on doing something for their own personal enjoyment on Blue Monday, and when Canadians are feeling down, over three quarters (78 per cent) want to watch a movie that makes them laugh. The country’s top feel good movie is the 1993 comedy *Mrs. Doubtfire* starring Robin Williams (14 per cent)ⁱⁱ, followed by *Pretty Woman* (11 per cent) and *The Shawshank Redemption* (10 per cent).

“Last month we launched a new integrated brand platform that asks Canadians to ‘See The Big Picture’ and rediscover the importance of entertainment in their lives – what day is better to rediscover that joy than Blue Monday,” says Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “We all deserve a break from time to time and a trip to the movies could be the kind of mini-escape Canadians need on what is known as the most depressing day of the year.”

The survey also found that many Canadians have experienced therapeutic benefits from going to the movies. In fact, after watching a movie nearly half of Canadians say they feel more rested (45 per cent) and more than one third said they feel ‘less stressed – like I took a ‘mini vacation’ (39 per cent).

Dr. Norman Holland, a noted academic and author specializing in psychological approaches to the arts, says there is a scientific reason for these feelings of rest and relaxation – a trip to the movies is like a vacation for your brain.

“When watching a movie we know that we cannot change what is occurring on screen, so the brain economizes,” says Holland. “We turn off the neural processes that tell us we might need to do something about what we are seeing. The prefrontal cortex does not try to assess the reality of what we are seeing, nor does it trigger motor impulses. That is why when we are sitting in a theatre we do not jump out of our seats to save the starlet about to be captured by the nasty, snarling villain.”

Additional Survey Insights:

- Millennials are twice as likely as boomers to do something for their own enjoyment on Blue Monday (14 per cent vs seven per cent)
- The prairie provinces of Manitoba and Saskatchewan really love *Pretty Woman* – 17 per cent chose Julia Roberts’ break-out film as their favourite feel good movie, over the national favourite, *Mrs. Doubtfire*
- Top ‘feel good’ movie for women: *Mrs. Doubtfire* (16 per cent). Top movie for men: *The Shawshank Redemption* (15 per cent)
- Interestingly, 35 per cent of Atlantic Canadians feel ‘happier’ after watching a movie. This is higher than the national average of 27 per cent
- Quebecers are the most like to do something for their own personal enjoyment on Blue Monday, versus the national average (12 per cent vs nine per cent)
- When compared to the rest of the country, Ontarians are most likely to watch a scary movie when feeling down or blue

To cheer up Canadians and encourage them to make time for doing what they love on the most depressing day of the year, Cineplex has created a special redemption offer for SCENE members on Blue Monday (January 18, 2016). SCENE members can treat themselves to any movie, at any Cineplex theatre, for any experience by redeeming only 500 SCENE points. This offer applies to all general admission as well as premium movie-going experiences including UltraAVX, 3D, IMAX and D-BOX Motion Seats as well as our VIP Cinemas, which traditionally require 1,000-2,000 SCENE points. Tickets can be purchased and redeemed on Blue Monday, January 18, only. This redemption offer is available in-theatre or online at Cineplex.com by selecting the ‘Blue Monday 500 Point’ redemption offer. More information is available at Cineplex.com/BlueMonday.

Canadians are invited to experience 'See The Big Picture' by viewing Cineplex's new animated [short film](#), *Lily and the Snowman*. The film is being shown to guests as part of the pre show featured at its theatres across Canada and well as online, where it has already generated nearly 22 million views.

About Cineplex Inc.

Cineplex Inc. ("Cineplex") is one of Canada's leading entertainment companies and operates one of the most modern and fully digitized motion picture theatre circuits in the world. A top-tier Canadian brand, Cineplex operates numerous businesses including theatrical exhibition, food services, gaming, Cineplex Events, Cineplex Media, Cineplex Digital Solutions, Cineplex Digital Networks and the online sale of home entertainment content through CineplexStore.com and on apps embedded in various electronic devices. Cineplex is also a joint venture partner in SCENE – Canada's largest entertainment loyalty program.

Cineplex is headquartered in Toronto, Canada, and operates 162 theatres with 1,655 screens from coast to coast, serving approximately 74 million guests annually through the following theatre brands: Cineplex Odeon, SilverCity, Galaxy Cinemas, Colossus, Coliseum, Scotiabank Theatres, Cineplex Cinemas, Cineplex VIP Cinemas, Famous Players and Cinema City. Cineplex also owns and operates the UltraAVX, Poptopia, and Outtakes brands. Cineplex trades on the Toronto Stock Exchange under the symbol CGX. More information is available at [Cineplex.com](#).

For more information on the research, regional data points or to arrange an interview, please contact:

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ⁱ From December 16 to 17, 2015, an online survey was conducted among 1,505 randomly selected Canadian adults who are Angus Reid Forum panelists.

ⁱⁱ From December 29 to 30, 2015, a separate online survey was conducted among 1,505 randomly selected Canadian adults who are Angus Reid Forum panelists.

For each study, the margin of error - which measures sampling variability - is +/- 2.5 per cent, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure samples are representative of the Canadian adult population