



**For Immediate Release**

**Cineplex Entertainment Hosts First-Ever *Community Day*  
at *Cineplex Odeon Westshore Cinemas* to Support the Starlight Children's Foundation**  
*Enjoy FREE movies and more on the morning of Saturday, August 13, 2011*

Toronto, ON, (TSX: CGX), August 8, 2011 – Cineplex Entertainment announced it will host *Community Day* at the recently opened *Cineplex Odeon Westshore Cinemas* on Saturday, August 13, 2011 beginning at 8:30 a.m. Guests are invited to the theatre to enjoy a morning of free movies and discounted popcorn and soft drinks. All proceeds from the popcorn and soft drink sales will be donated to the Starlight Children's Foundation.

"Cineplex Entertainment is delighted to host the first, of what will be an annual event, *Community Day* at *Cineplex Odeon Westshore Cinemas*," said Pat Marshall, Vice President Communications and Investor Relations, Cineplex Entertainment. "*Community Day* is a fun way to visit and experience the new theatre and enjoy a free movie while supporting a very worthwhile organization like the Starlight Children's Foundation."

*Cineplex Odeon Westshore Cinemas* invites guests to enjoy a FREE movie and specially discounted items at the concession stand on the morning of August 13, 2011. Regular-sized popcorn and regular-sized soft drinks will be available at a reduced price of \$2 each with 100% of the proceeds of these concession items being donated to the Starlight Children's Foundation. There will also be face painting and clowns available to entertain guests of all ages before the movies begin.

The FREE movie schedule for *Community Day* on Saturday, August 13, 2011 includes:

- 9:00 a.m. – *Yogi Bear*
- 9:10 a.m. – *Rango*
- 9:20 a.m. – *Rio* (3D)
- 9:30 a.m. – *How To Train Your Dragon* (3D)
- 9:40 a.m. – *Gnomeo and Juliet* (3D)
- 9:50 a.m. – *Diary of a Wimpy Kid: Rodrick Rules*

*Cineplex Odeon Westshore Cinemas* is located at 2945 Jacklin Road in Langford, BC. Free admission and discounted concession items are available for the morning event. Seating is limited on a first-come first-serve basis.

**About Cineplex Entertainment**

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns, leases or has a joint-venture interest in 130 theatres with 1,351 screens serving approximately 70 million guests annually. Headquartered in Toronto, Canada, Cineplex operates theatres from British Columbia to Quebec and is the exclusive provider of UltraAVX™ and the largest exhibitor of digital 3D and IMAX projection technologies in the country. Proudly Canadian and with a workforce of approximately 10,000 employees, the company operates the following top tier brands: Cineplex Odeon, Galaxy, Famous Players, Colossus, Coliseum, SilverCity, Cinema City and Scotiabank Theatres. Cineplex shares trade on the Toronto Stock Exchange (TSX) under the symbol "CGX". For more information, visit [www.cineplex.com](http://www.cineplex.com).

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**For more information, please contact:**

Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment, 416-323-6648, [pat.marshall@cineplex.com](mailto:pat.marshall@cineplex.com)

Kyle Moffatt, Director, Communications, Cineplex Entertainment, 416-323-6728, [kyle.moffatt@cineplex.com](mailto:kyle.moffatt@cineplex.com)