



FOR IMMEDIATE RELEASE

**TEAM UP WITH CINEPLEX ODEON SOUTH COMMON CINEMA AND SUPPORT  
THE EDMONTON MINOR SOCCER ASSOCIATION'S KIDS ASSISTANCE FUND**

May 11, 2005 – Edmonton, AB (CGX.UN) – This weekend join the Edmonton Cineplex Odeon South Common Cinema to see the new Will Ferrell movie, *Kicking and Screaming*, and support the **Edmonton Minor Soccer Association's (EMSA) Kids Assistance Fund**. Starting Friday, May 13 until Friday, May 20, guests can make a donation of one dollar or more, and help Edmonton kids get a chance to play soccer.

“We’re so thankful to Cineplex Odeon South Common Cinema for their generous support of **EMSA’s Kids Assistance Fund**,” says Rob Stewart, Executive Director, EMSA. “The donations received at Cineplex Odeon during the opening week of *Kicking and Screaming* will provide local kids with the opportunity to play soccer.”

Soccer is the most popular sport on the planet, and EMSA promotes, governs and develops minor soccer in the city of Edmonton. Over 25,000 players each year join teams, play matches and score goals on soccer fields across the city. But the children whose families cannot pay the registration fees may never get the chance to play a single match. The **Kids Assistance Fund** helps families whose children would like to play soccer to pay the registration fees and get them in the game.

Donations made during the opening week of *Kicking and Screaming* will go directly to the **Kids Assistance Fund**. Guests will also be able to show their support by signing their name to a paper soccer ball that will be posted throughout the theatre lobby in celebration of the community support.

*Kicking and Screaming* is in theatres Friday, May 13 and stars Will Ferrell, Robert Duvall and Mike Ditka. When Phil (Will Ferrell) takes on the role of coach for his son’s last-place soccer team, the Tigers, he soon finds his competitive spirit and dysfunctional way of showing it. In the end, it comes down to the championship game against super-competitive coach Buck (Robert Duvall) and his son’s team, the Gladiators.

Cineplex Odeon South Common Cinema is located at 1525 99th Street SE, near the corner of 99th and 19th Avenue. The theatre features 16 screens equipped with state-of-the-art full digital surround sound and stadium seating with a total of 3876 seats. In addition to the classic concession offerings of popcorn, candy and pop, South Common also features *Outtakes* hot foods such as fries, pizza, hot dogs and chicken tenders; ice cream and frozen yogurt; and the *Alan Smithee’s* café complete with gourmet coffees, desserts and pastries. Cineplex Odeon 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. Proudly Canadian, Cineplex Galaxy LP is a public company traded on the Toronto Stock Exchange under Cineplex Galaxy Income Fund (symbol CGX.UN). More information is available at [www.cineplexgalaxy.com](http://www.cineplexgalaxy.com)

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