



For Immediate Release

New Cineplex Video Reminds Canadians that the Greatest Joy Over the Holidays is Being Together

Company Uses the Magic of the Movies to Orchestrate a Surprise Family Reunion In-Theatre

Toronto, ON: December 15 (TSX: CGX) – Today Cineplex released a new [video](#) that pulls at the heart strings and is sure to bring a tear to your eye this holiday season (even if you’re a bit of a Scrooge). Watch what happens when Cineplex transforms the home movies of one deserving family into a Hollywood movie trailer and orchestrates a surprise family reunion that you won’t soon forget.

With busy schedules getting in the way, 34-year-old Nicole Deguise (nee Rochefort) from Burnaby, British Columbia, has not been home to visit her family in southwestern Ontario for more than five years. The over 4,000 kilometres between her, her parents, her five siblings and countless nieces, nephews, aunts and uncles was starting to take a toll and she was missing home.

Secretly working with her sister and her aunt Louise (the keeper of the family’s home video collection), Nicole teamed up with Cineplex to transform over 50 years of Rochefort family memories into a Hollywood [movie trailer](#). The video released today captures the Rochefort family’s moving reaction as they watch their cherished home videos remastered and shown on the big screen at a Cineplex movie theatre, as well as Nicole’s big surprise – the gift of time together.

“Movies have the power to bring people together, which makes them all the more powerful at this time of year when our calendars are especially full,” said Ellis Jacob, President and CEO, Cineplex. “We were so pleased to unite the Rochefort family so that they could celebrate the holidays and make more memories together.”

Posted to Cineplex.com/TheGreatestJoy, Cineplex’s new holiday video is being promoted across its social channels over the holidays. Canadians are encouraged to engage and share over social media using the

hashtag #TheGreatestJoy, as well as on Cineplex's social channels on Facebook ([Facebook.com/Cineplex](https://www.facebook.com/Cineplex)), Twitter ([@CineplexMovies](https://twitter.com/CineplexMovies)) and Instagram ([@CineplexMovies](https://www.instagram.com/CineplexMovies)).

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About Cineplex

A leading entertainment and media company, Cineplex (TSX:CGX) is a top-tier Canadian brand that operates in the Film Entertainment and Content, Amusement and Leisure, and Media sectors. As Canada's largest and most innovative film exhibitor, Cineplex welcomes 75 million guests annually through its circuit of 163 theatres across the country. Cineplex also operates successful businesses in digital commerce (CineplexStore.com), food service, alternative programming (Cineplex Events), cinema media (Cineplex Media), digital place-based media (Cineplex Digital Media), amusement solutions (Player One Amusement Group) and an online eSports platform for competitive and passionate gamers (WorldGaming.com). Additionally, Cineplex operates a location based entertainment business through Canada's newest destination for 'Eats & Entertainment' (The Rec Room), and will also be opening new complexes specially designed for teens and families (Playdium) as well as exciting new sports and entertainment venues in communities across the country (Topgolf). Cineplex is a joint venture partner in SCENE, Canada's largest entertainment loyalty program.

Proudly recognized as having one of the country's Most Admired Corporate Cultures, Cineplex employs approximately 13,000 people in its offices across Canada and the United States. To learn more visit [Cineplex.com](https://www.cineplex.com) or download the Cineplex App.

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