



**For Immediate Release**

## **Cineplex's *A Balloon for Ben* Inspires Canadians to 'See The Big Picture'**

Successor to Last Year's Award-Winning *Lily & The Snowman*

Short Film Shines a Spotlight on the Importance of Entertainment in our Lives

**Toronto, ON** – December 8, 2016 (TSX: CGX) – Cineplex today announced the launch of a new short film entitled [\*A Balloon for Ben\*](#), that invites Canadians to once again 'See The Big Picture' and rediscover the importance of entertainment. The successor to last year's widely popular [\*Lily & The Snowman\*](#), Cineplex has created a new heartwarming story that showcases the importance of making time for what you love.

"When we launched our new 'See The Big Picture' brand platform last year with *Lily & The Snowman*, we knew it was a memorable story that would capture the hearts of Canadians during the holiday season. It ended-up going viral and capturing the hearts of millions around the world," says Pat Marshall, Vice President, Communications and Investor Relations, Cineplex. "We created *A Balloon for Ben* in the same spirit and we hope that it encourages viewers to once again make time for what's really important in their lives."

*A Balloon for Ben* is set in a world where balloons are filled with the light of film. Ben and his father purchase a balloon with the intention of watching it together, but things do not go as planned when the demands of his father's job get in the way. What follows is a heartwarming tale of how Ben's father ultimately shares the joy of making time for what he loves, with his son. The film features a unique rendition of 'Everywhere' by Fleetwood Mac, which is performed by Toronto-native Em Patrick (English) and Star Académie winner, Stephanie Lapointe (French).

Starting today, *A Balloon for Ben* will be shown at Cineplex's 165 theatres across Canada as part of the December and January Pre-Shows. It will also be promoted and brought to life through a fully-integrated marketing strategy across Cineplex's social media, communications and digital channels.

Last December, Cineplex launched *Lily & The Snowman* and shared the story of a young girl and a friendly snowman which captured the imagination of Canadians from coast-to-coast. It quickly became one of the most watched Canadian short films of the year, achieving over 60 million views online in addition to being recognized at awards shows and short film festivals such as Cannes Lions, One Show and Webby's. In Canada, it was awarded gold at both the Marketing, AToMIC and CMA awards. The film's cover of 'Follow You Follow Me' hit the Billboard charts, making regular rotations on Canada's most prominent radio stations.

A full-length version of the song featured in *A Balloon for Ben*, 'Everywhere,' will be available for purchase in mid-December on Spotify, iTunes and Google Play Music, with proceeds benefitting WE, Cineplex's national charity partner. Click [here](#) to watch a behind-the-scenes video about the making of *A Balloon for Ben*.

Canadians are encouraged to engage and share over social media using the hashtags #ABalloonForBen and #SeeTheBigPicture, as well on Cineplex's Facebook (Facebook.com/Cineplex), Twitter (@CineplexMovies), SnapChat (@CineplexMovies) or Instagram (@CineplexMovies) channels.

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#### **About Cineplex**

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 service, amusement gaming, alternative programming (Cineplex Events), Cineplex Media, Cineplex Digital Media, The Rec Room 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 165 theatres with 1,683 screens from coast to coast, serving approximately 77 million guests annually through the following theatre brands: Cineplex Cinemas, Cineplex Odeon, Cineplex VIP Cinemas, Galaxy Cinemas, SilverCity Cinemas and Scotiabank Theatres. 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.

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