



For Immediate Release

Cineplex Celebrates Canada 150 and Launches ‘Beyond 150’ Video Contest

Toronto, ON – June 30, 2017 (TSX: CGX): Cineplex, a proudly Canadian entertainment and media company, today furthers its support for the Canadian film industry and aspiring film-makers with the launch of a video contest. Open to 14-18 year olds from communities across the country, Cineplex and SCENE are asking young movie-lovers to submit a short video to the *Beyond 150* video contest on what their contribution would be to the Canadian film industry or movie-going experience.

The submissions should showcase in a unique and creative way the entrant’s creativity and originality in what he or she is going to do to make movies more awesome! Entrants will have the chance to win 25,000 SCENE points, have their film screened during the Pre-Show at Cineplex’s network of 164 theatres across Canada, as well as host an exclusive film screening party for their family and friends. For contest rules and more details visit, Cineplex.com/Beyond150.

“Every year we support over 20 local and international film festivals and contribute millions of dollars to support the film industry in Canada through partnerships with great organizations like the Academy of Canadian Cinema & Television, the Canadian Film Centre, the Toronto International Film Festival and Canada’s Walk of Fame,” said Ellis Jacob, President and CEO, Cineplex. “The *Beyond 150* contest shines a spotlight on our home-grown Canadian talent, and as a Canadian company and a proud supporter of the arts, there has never been a better time to do just that.”

In addition to the *Beyond 150* film contest, the Cineplex team is recognizing Canada’s 150th birthday in the following ways:

- As part of the Cineplex Pre-Show from now until mid-July, most theatres across Canada will preview a 60-second spot celebrating the contributions of Canadian actors and directors. Click [here](#) to see how movies just wouldn’t be the same without Canadians!

- In partnership with WE, its National Charity Partner, Cineplex sponsored the [WE Are Canada Family Guide](#) which outlines inspiring ways to celebrate Canada 150 and take a starring role in making a difference in your community.
- The Cineplex Store is celebrating great Canadian movies with specially-curated film collections at [Cineplex.com/Store](#). The collections include Best Canadian Films, Movies Filmed in Canada and those with Top Canadian Actors featuring top movie titles like *Enemy*, *Goon*, *Mommy*, *Being Canadian* and *Strange Brew*.
- Beginning June 30, 2017, Cineplex Events is hosting 'Deadpool + Logan: Canadian Heroes Double Feature' screenings on Event Screens across Canada. Click [here](#) for theatres and show times.

Canadians are encouraged to engage with Cineplex over social media on its Facebook ([Facebook.com/Cineplex](#)), Twitter ([@CineplexMovies](#)), SnapChat ([@CineplexMovies](#)) or Instagram ([@CineplexMovies](#)) channels.

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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 164 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) and amusement solutions (Player One Amusement Group). It also operates a location based entertainment business through Canada's newest destination for 'Eats & Entertainment' (The Rec Room), and an online eSports platform for competitive and passionate gamers ([WorldGaming.com](#)). Additionally, 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 over 13,000 people in its offices across Canada and the United States. To learn more visit [Cineplex.com](#) or download the Cineplex App.

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