



FOR IMMEDIATE RELEASE

Free Movie Alert! Annual 'Cineplex Community Day' Returns to Theatres Across Canada on October 27th

National Fundraising Effort Raises Money in Support of WE Charity

Popcorn, Soft Drinks and Select Candy Available for \$2.50

Toronto, ON, (TSX: CGX), October 11, 2018 – On October 27, Canadian movie-lovers, friends and families are invited to visit their local Cineplex theatre to enjoy a morning of free films for a great cause. For the eighth consecutive year, [Cineplex Community Day](#) will treat guests to a selection of popular movies, with all proceeds from donations and select concession sales supporting the Company's national charitable partner, [WE Charity](#). WE Charity is part of WE – a family of organizations that makes doing good, doable.

"Community Day is a great opportunity for families and friends to enjoy some quality time together in support of a great cause," said Ellis Jacob, President and CEO, Cineplex. "WE is dedicated to inspiring and empowering our youth and as one of the country's largest employers of young people, we are proud to play a continuous role in positively shaping their futures."

This year's line-up of free films includes popular releases from Paramount Pictures for movie-lovers of all ages, including *Sherlock Gnomes*, *Daddy's Home 2*, *Transformers: The Last Knight*, *Teenage Mutant Ninja Turtles: Out of the Shadows* and *Book Club*. Guests can enjoy concession items like popcorn, soft drinks and select candy for just \$2.50 each and, in exchange for a \$2.50 donation to WE Charity, all participating theatres will also be selling a variety of fun, movie-themed merchandise including plush toys, action figures, keychains, accessories, drink toppers, popcorn holders and more!

"Community Day brings families together and gives them the opportunity to do good by creating impact through their movie-going experience," said Craig Kielburger, co-founder, WE. "Thanks to Cineplex's generous support, we are able to continue empowering young changemakers in Canada through our WE

Schools program, by providing them with the tools they need to create meaningful change both at home and abroad.”

Cineplex theatres across Canada will open their doors at 9:00 AM (local time) on Saturday, October 27, 2018, with tickets available on a first-come, first-served basis. Movies will begin at 9:30 AM (local time) and all locations will return to regular programming in the afternoon. Films will be shown in English and French, depending upon the market, and guests are encouraged to visit Cineplex.com/CommunityDay for a list of participating theatres, show times and available languages.

Cineplex is proud to acknowledge its numerous corporate employees, local theatre management and Cast who volunteer their time each year as well as Paramount Pictures, Mars Canada and Wrigley Canada for providing products or services to help make Community Day a reality. To show your support for Community Day, please join in Cineplex’s online conversation via Facebook (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 over 70 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), 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 across Canada (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 or download the Cineplex App.

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