

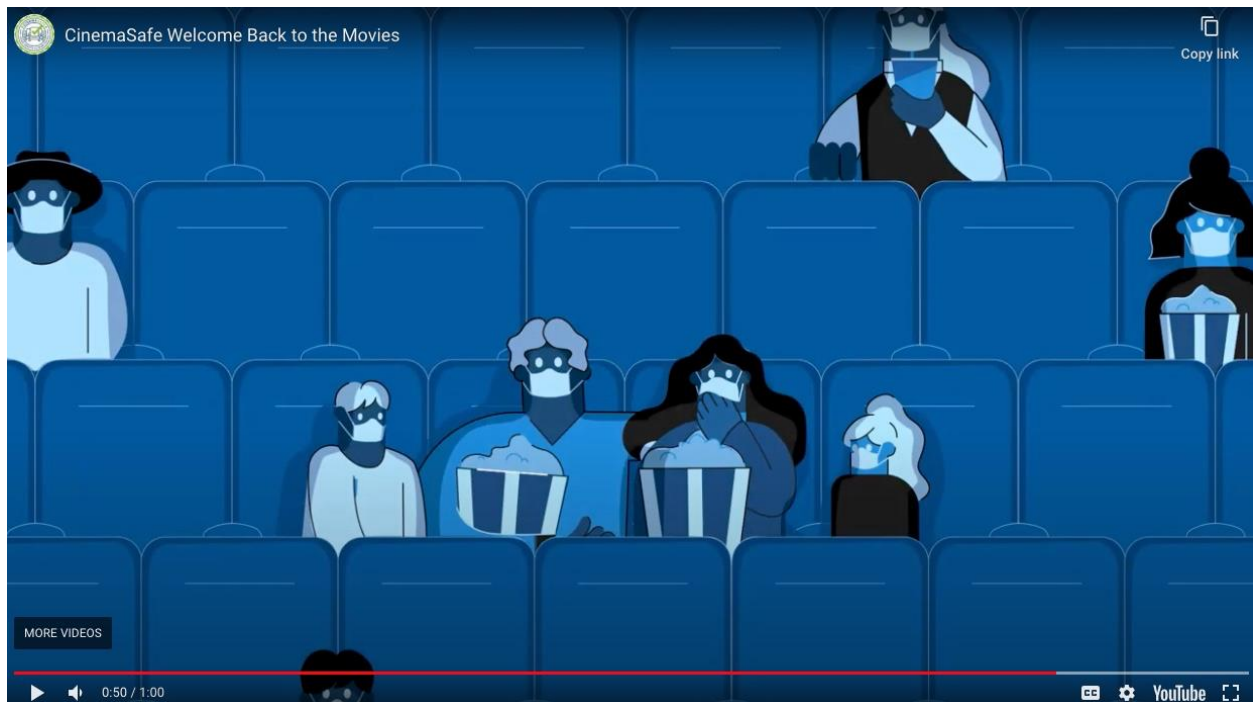
FOR IMMEDIATE RELEASE

NATO RELEASES CINEMASAFE WELCOME BACK TO THE MOVIES VIDEO

Available to more than 370 companies, representing more than 3,000 theaters and more than 33,000 screens

(Washington, D.C. and Los Angeles, Calif. – 8 September 2020) As movie theaters continue to re-open in the United States, the National Association of Theatre Owners (NATO) today released a CinemaSafe “Welcome Back to the Movies” video.

The 60-second animated video demonstrates the CinemaSafe health and safety protocols moviegoers will see when they return to the movies at participating CinemaSafe movie theaters. The video can be seen at www.CinemaSafe.org and on YouTube at www.youtube.com/watch?v=0hMh1sN2O_8 The video will soon be available onscreen at movie theaters.



More than 370 companies, comprising more than 3,000 locations, and more than 33,000 screens across the United States have signed on to the protocols, with more signing up every day. **Participating theaters commit to meet or exceed the voluntary protocols.** Those theaters may display the CinemaSafe badge and protocols on their websites, and at their theater locations.

ABOUT NATO

The National Association of Theatre Owners is the largest exhibition trade organization in the world, representing more than 33,000 movie screens in all 50 states, and more than 33,000 additional screens in 97 countries worldwide.

Headquartered in Washington, D.C., with a second office in Los Angeles, California, NATO represents its members in the heart of the nation's capital as well as the center of the entertainment industry. From these vantage points, NATO helps exhibition influence federal policy-making and work with movie distributors on all areas of mutual concern, from new technologies to legislation, marketing, and First Amendment issues. www.natoonline.org

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