

THE CINEMA FOUNDATION LAUNCHES NATIONAL CINEMA DAY, BRINGING AMERICA TO THE MOVIES FOR \$3

All movies, all formats, all showtimes, all day September 3 for no more than \$3 at participating movie theaters

(Los Angeles, CA – 28 August, 2022) – Coming to a theater near you, the Cinema Foundation welcomes moviegoers to celebrate a day at the movies with discounted admissions to kick-off National Cinema Day, September 3.

The one-day event, held at more than 3,000 participating locations with more than 30,000 screens, will bring together audiences of all ages to enjoy a day at the movies with exclusive previews and special in-theater promotions at a discounted admission of no more than \$3. National Cinema Day celebrates a summer of record-breaking moviegoing with movies and a special sneak peek of upcoming titles from A24, Amazon Studios, Disney, Focus Features, Lionsgate, Neon, Paramount, Sony Pictures Classics, Sony, United Artists Releasing, Universal, and Warner Bros., only on September 3.

“After this summer’s record-breaking return to cinemas, we wanted to do something to celebrate moviegoing,” said Cinema Foundation president Jackie Brenneman. “We’re doing it by offering a ‘thank you’ to the moviegoers that made this summer happen, and by offering an extra enticement for those who haven’t made it back yet.”

For more details go to [National Cinema Day](#), and look for more announcements on Twitter at #NationalCinemaDay and your local movie theater’s website. Join millions of other moviegoers and head to a theater near you.

ABOUT THE CINEMA FOUNDATION

The Cinema Foundation is a donor-supported 501(c)(3) charitable non-profit - is dedicated to promoting the essential cinema exhibition industry by developing future diverse workforces and growing moviegoing communities through research, education and philanthropy.

Since March 2022, the Cinema Foundation’s mission is dedicated to shaping the future of the great collective experience of moviegoing and the cinema industry. It works to support and impact the health of the cinema sector both in the short term and for years to come and is continuously expanding its contributions to the magic of moviegoing. The Cinema Foundation builds on NATO’s mission and relationships and expands NATO’s impact in ways that help individual employees and companies as well as the industry as a whole. We are the Foundation of a great industry. thecinemafoundation.org

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