

**THE CINEMA FOUNDATION ANNOUNCES NATIONAL POPCORN DAY,
WITH MAJOR DISCOUNTS ON MOVIE CONCESSIONS,
ARRIVING AT A THEATRE NEAR YOU ON JANUARY 19TH**

*National Popcorn Day Celebrates the Joy of the Favorite Movie Snack
with Discounted Pricing at Participating Theatres*

LOS ANGELES – January 12, 2024 – The Cinema Foundation, in partnership with Fandango, announced the arrival of National Popcorn Day, coming to a theatre near you on Friday, January 19th. This beloved date celebrates the joy of snacking America's favorite concession at theatres with discounted concession prices, unlimited popcorn refills, free popcorn with the purchase of a drink and other special promotions at participating U.S. theatres. To find participating theatres and their individual offers, visit your local movie theatre's website or app or visit [Fandango](#).

More than 30,000 screens across the country will participate in the one-day event featuring discounts on popcorn, and other concessions only in theatres. New movies playing in theatres include *Mean Girls* (Angourie Rice, Reneé Rapp), *The Beekeeper* (Jason Statham), Ava DuVernay's *Origin* (Aunjanue Ellis-Taylor), Blumhouse's *Night Swim* (Wyatt Russell, Kerry Condon), *The Book of Clarence* (LaKeith Stanfield), *I.S.S.* (Ariana DeBose, Chris Messina), the theatrical re-releases of Christopher Nolan's Golden Globe Award-Winning *Oppenheimer*, Pixar's *Soul*, and *Spider-Man: Across the Spider-Verse*, plus recent holiday releases like *Wonka*, *The Color Purple*, *Migration*, Hollywood's top awards season contenders, and so much more.

"Popcorn at the movies was first introduced 95 years ago, and it's been an inseparable part of the moviegoing experience ever since," says Bryan Braunlich, Executive Director of The Cinema Foundation. "National Popcorn Day will bring together millions of film fans of all ages to watch new movies on the big screen while enjoying their favorite theatre snacks at discounted prices."

"We are excited to continue to partner with The Cinema Foundation to celebrate National Popcorn Day in theatres nationwide," said Jerramy Hainline, EVP of Fandango. "The moviegoing experience is where people connect, emotions flow freely, and on January 19th fans can experience the magic of the big screen with their favorite movie snacks in hand at a discounted price."

According to the National Association of Concessionaires:

- Popcorn is American moviegoers' favorite snack food.
- Popcorn represents more than 60% of snack food sales at the nation's theatres.
- 4.5 billion quarts of popcorn are consumed at U.S. movie theatres and other live venues every year.

According to a Fandango survey of more than 6,000 moviegoers:

- 94% purchased concessions during their trips to theatres.
- 88% said they order popcorn regularly.

Popcorn historian Andrew F. Smith, author of “Popped Culture,” estimates that popcorn was introduced at movie theatres in 1929 around the advent of talking pictures.

For more details, visit your local theatre site or app or [Fandango](#).

ABOUT THE CINEMA FOUNDATION

The Cinema Foundation is a 501(c)(3) charitable non-profit dedicated to promoting and enhancing the cinema exhibition industry through activities such as training and education, career development, diversity, and inclusion, moviegoing promotion, and data and research efforts.

Since March 2022, the Cinema Foundation’s mission has been 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, while continuously expanding its contributions to the magic of moviegoing. The Cinema Foundation builds on the National Association of Theatre Owners’ mission and relationships and expands NATO’s impact in ways that help individual employees, companies and the industry as a whole. For more info, visit www.thecinemafoundation.org.

ABOUT FANDANGO

Fandango digital network provides unrivaled, instant access to all things movies and TV, enhancing fan enjoyment across the entire entertainment journey. The portfolio serves more than 50 million unique visitors per month and includes leading online movie ticketer, Fandango, which tickets for 31,000 U.S. movie screens; world-renowned entertainment review site, Rotten Tomatoes; and Vudu, the on-demand streaming service offering the industry’s best selection of 4K UHD titles and more than 250,000 new release and catalogue movies and next day TV shows.

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