



For Immediate Release

Media Contact:

Monica Esposito
610-724-8723
mesposito@moroch.com

Movie Tavern Brings Casual In-Theater Dining Experience to Greensboro

New Theater to Offer Free Movie Passes for Canned Food During Grand Opening Celebration

GREENSBORO, NC, November 12, 2014 — [Movie Tavern](#), a pioneer of in-theater dining, has announced that it will be replacing GrandLuxe Theatre at Four Seasons Station and will open its doors on November 17. This latest addition to Movie Tavern, which will provide a more casual, affordable family-friendly experience to local moviegoers, will raise its U.S. footprint to 19 locations and add 75 new positions.

“We’re looking forward to introducing Greensboro to a new type of in-theater dining experience without the premium price,” said Danny DiGiacomo, Director of Marketing. “By providing guests with a more casual full-service experience and lowering the age policy so you can bring the whole family to the movies, we’re finally giving local residents what they have asked for and are better embracing the community.”

As part of its opening week, Movie Tavern will host a food drive in which guests who bring five or more cans of food on either November 20 or November 21 will receive a FREE movie pass to the theater, just in time for the nationwide release of *Hunger Games: Mockingjay Part 1*. All donations received will be given to [Greensboro Urban Ministry](#), one of the largest non-profit organizations in Greensboro whose primary goal is to offer assistance to those who need it most in the community, just in time for the holidays.

Additional grand opening activity includes a live remote at Movie Tavern by WJMH’s Morning show, 102 Jamz, on November 20 from 6:00 PM – 8:00 PM where guests can enter to win a year’s worth of movie passes to Movie Tavern.

“Greensboro ranks fourth in the nation for food insecurity, meaning that one in four of our neighbors don’t know where they will find their next meal,” said Christine Byrd, Director of Development and Communication for Greensboro Urban Ministry. “Food items collected from Movie Tavern’s food drive will help fill the food bags provided by our Emergency Assistance Program, helping to ensure that no one in our community goes hungry.”

Guests 17 and under must be accompanied by a parent or guardian age 21 or older. The theater is located at 2700 Vanstory St. in Greensboro, NC. Interested applicants for open positions should visit www.movietavern.com/careers for more information. To purchase tickets or to learn more about how to host an event, please visit www.movietavern.com.

[About Southern Theatres](#)

Southern Theatres, LLC., owned and operated by George Solomon, was formed in May of 2002. Solomon has been in the theatre business with his family for over 50 years and launched Southern Theatres, LLC. to develop and operate state-of-the art multiplex stadium-seating movie theatres. In April 2005, Veronis Suhler Stevenson (VSS) made a \$30 million equity investment in Southern Theatres, LLC. VSS is a private equity and mezzanine capital fund management company dedicated to investing in media, communications and information industries in North America and Europe.

Southern Theatres, LLC. is the eighth largest theatre circuit in The United States and is currently responsible for the daily operations of The Grand Theatres, Amstar Cinemas, The Theatres at Canal Place and oversight of operations for **Movie Tavern**. The company operates 40 locations with 452 screens in Alabama, Colorado, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Ohio, Pennsylvania, South Carolina, Texas and Virginia. Southern Theatres, LLC. is well positioned for continued expansion in key markets throughout the United States. Southern Theatres, LLC. is proud to be headquartered in New Orleans, LA.

###