



Harkins Theatres 2024 Loyalty Cup: 90th Anniversary Edition Is on Sale Now! *Moviegoers receive \$3 soft drink refills through 2024*

SCOTTSDALE, Ariz., Nov. 2, 2023 – The most wonderful time of year has arrived at Harkins Theatres. Harkins announced today the 2024 Loyalty Cup is now available for purchase. The movie theatre company's beloved tradition continues as guests will receive \$3 soft drink refills each time they bring their Loyalty Cup to the movies.

This year's Loyalty Cup celebrates Harkins milestone anniversary with a design that movie buffs are sure to love. Harkins 2024 Loyalty Cup takes guests on a cinematic journey that highlights nine decades of movie memories.

Guests can enjoy this legendary offer when they bring their 2024 Loyalty Cup to the movies to see more of the year's most anticipated films on the big screen including Disney's *The Marvels*, *Trolls Band Together*, *The Hunger Games: The Ballad of Songbirds & Snakes*, *Wish*, *Wonka* and many more.

The 2024 Loyalty Cup retails for \$7.75 each (includes a free first fill) and is available for purchase at all Harkins Theatres locations and online at [Harkins.com/Store](https://www.harkins.com/store). Guests can save all year long, every time they bring their Loyalty Cup to the movies.

For more information, visit [Harkins.com](https://www.harkins.com). To access Harkins b-roll, photos and logos, visit [Harkins.com/Pressroom](https://www.harkins.com/pressroom).



About Harkins Theatres

Celebrating 90 years of Ultimate Moviegoing[®], Harkins Theatres is the premier movie exhibitor of the Western U.S. and the largest independently owned theatre company in the country. Founded by showman, inventor and community leader Dwight "Red" Harkins in 1933, Harkins Theatres is renowned for its commitment and passion for providing the Ultimate Moviegoing[®] experience. Harkins Theatres is known as a trailblazer for advancements in the motion picture exhibition industry with amenities and concepts such as: CINÉ GRILL, CINÉ XL[®], pristine state-of-the-art digital projection and sound, curved wall-to-wall screens, CINÉ Bar[™], Ultimate Lounger[®] leather reclining seats, Plush Ultimate Rocker[®] loveseats, Loyalty Cups, in-lobby children's PlayCenters[®] and an expanded selection of gourmet concessions. For more history, awards and other information, visit [Harkins.com](https://www.harkins.com).