



## **Celebrate National Popcorn Day With 50% Off All Popcorn Purchases at Harkins Theatres on January 19**

*Pop over to Harkins for a special National Popcorn Day offer*

**SCOTTSDALE, Ariz., Jan. 18, 2024** – Harkins is thrilled to offer guests an extra buttery deal for National Popcorn Day. On Friday, January 19, guests will receive 50% off all popcorn purchased in-theatre including all sizes of Harkins award-winning popcorn and freshly popped take-home Big Party Popcorn®. Harkins Awards Members are in for a treat as they will also receive Double Points on all in-theatre popcorn purchases. These limited-time offers are available at all Harkins locations for one day only.

Harkins passion for popcorn expands beyond the theatre. Guests can add a little pop to any gathering or celebration with Harkins popcorn.

- Ready-to-eat Harkins Popcorn™ – available in delicious flavors at over 2,000 retail locations and [HarkinsPopcorn.com](https://www.harkins.com/popcorn).
- POP2GO® – a customizable popcorn bar serving freshly popped Harkins popcorn.
- Harkins Popcorn Truck – serves Harkins award-winning popcorn and treats at local Phoenix events and is available for private rentals around the Phoenix metro area.

Moviegoers won't want to miss out on exciting films while enjoying Harkins award-winning popcorn. Tina Fey's new twist on *Mean Girls* is out now as well as *Migration*, *Anyone But You*, *Night Swim*, *The Beekeeper* and *I.S.S.*

For tickets and showtimes, visit [Harkins.com](https://www.harkins.com), and to learn more about Harkins Popcorn, visit [Harkins.com/Popcorn](https://www.harkins.com/popcorn). Harkins Awards is Harkins Theatres free loyalty program, to join, visit [Harkins.com](https://www.harkins.com).

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, Ultimate Plush 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).