



## **Harkins Celebrates National Cinema Day: ALL Movies \$4 Movies on August 27**

*My Harkins Awards Members can also enjoy \$4 popcorn and \$4 drinks*

**SCOTTSDALE, Ariz., Aug. 21, 2023** – Harkins Theatres is celebrating National Cinema Day on Sunday, August 27 with \$4 for any movie all day long. National Cinema Day brings together moviegoers of all ages to experience films on the big screen the way they were meant to be seen for a discounted price.

For only \$4, moviegoers can sit back, relax and enjoy the summer's biggest box office hits including *Barbie*, Christopher Nolan's *Oppenheimer*, *Mission: Impossible – Dead Reckoning Part 1*, *Indiana Jones and the Dial of Destiny*, *Haunted Mansion* and more.

Guests can also see new blockbusters that just hit theatres such as *Gran Turismo: Based on A True Story*, *Blue Beetle*, *Golda*, *Meg 2: The Trench*, *Strays* and for the kids – *Teenage Mutant Ninja Turtles: Mutant Mayhem* as well as see some of this year's box office hits back on the big screen like *The Super Mario Bros. Movie* and *Spider-Man: Across the Spider-Verse*.

"For 90 years, we have shared our love and passion for cinema with fellow moviegoers," said Dan Harkins, owner of Harkins Theatres. "We are thrilled to celebrate National Cinema Day with our guests and offer these special prices on this special day."

My Harkins Awards Members will also receive \$4 medium popcorn and \$4 medium drinks on National Cinema Day. My Harkins Awards is Harkins Theatres free loyalty program where guests earn points and get rewarded while enjoying special promotions, discounts and events. For more information on how to sign up, visit [Harkins.com/my-harkins-awards](https://www.harkins.com/my-harkins-awards).

"There is nothing like witnessing the power of cinema bringing people together," said Mike Bowers, president and CEO of Harkins Theatres. "We are so thankful to our loyal moviegoers for 90 years in this incredible industry and we are so excited to be celebrating the big screen and National Cinema Day."

For more information and to purchase tickets, visit [Harkins.com](https://www.harkins.com).

### **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 operates over 500 screens and 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 such as: 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).