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Downey Studio Movie Grill Jazzed Guests During the Grand Opening Celebration
Moviegoers enjoyed daily promotions, cosplayer appearances and Warren High School band performances

ASSETS: https://www.dropbox.com/sh/7clx73p9zoibfjp/AADBZiojcBx6gRnYt2_Rm0ya?dl=0

Downey, Calif. (February 12, 2019) – [Studio Movie Grill](#) (“SMG”), the new theater in Downey welcomed moviegoers to enjoy a unique visitor experience and promotions throughout the Grand Opening Celebration from Thursday, February 7 through Sunday, February 10. As the leader of in-theater dining, guests came to enjoy a movie and delicious menu items such as pretzel bites, ahi tuna bowls, gourmet popcorn and a cocktail or beverage served in the comfort of custom-built recliners.

“For many, our Grand Opening was their first Studio Movie Grill experience and we knew we had to make it special,” said Eddie Colin, General Manager. “While the building modifications and in-theater dining are impressive, we invited community organizations to participate in our celebration to ensure that this was an experience our guests would never forget.”



As guests arrived, they were invited to sign up for a chance to win free movie tickets for a year.

Throughout the four-day extravaganza before heading to their movie, guests participated in a chance to win free movie tickets for a year, valued at \$1,100 and picked up SMG-branded merchandise. Of course, it wouldn't be a Grand Opening without a photobooth, so guests took advantage of the selfie station for a photo with their family and friends.



Moviegoers scored free Studio Movie Grill merchandise.

Families who came to see “The Lego Movie 2: The Second Part” were pleasantly surprised to see the Lego Spaceship Workshop and Competition for kids to participate in along with cosplayers and appearances from Batman, Robin and Batgirl Lego characters.



Batgirl, Batman and Robin pose for the red carpet.



Warren High School jazz band performers played in the lobby to dazzle guests as they arrived.

Musicians from the Warren High School marching and jazz bands stole the show as they set up in the lobby to serenade moviegoers.

See the jazz band performance here: https://www.dropbox.com/s/l4w9c79arqjik46/MVI_5008.MP4?dl=0

About Studio Movie Grill: Established in 1998, Studio Movie Grill (“SMG”) modernized the traditional movie-going experience by combining first-run movies with full-service, in-theater dining. SMG has swiftly grown to 314 screens in 9 states with further expansion planned. SMG was named to Inc. Magazine’s List of “Fastest Growing Private Companies” three years in a row, placed 12th in Box Office Magazine’s Giants of the Industry in 2018 with key films grossing as high as #4 in North America. Honoring its commitment to Opening Hearts and Minds, One Story at a Time™, SMG’s legacy programs include Special Needs Screenings, Chefs for Children program and annual Opening Hearts & Minds Award, which strive to help families and acknowledge local heroes. In June 2018, SMG created a unique loyalty program, SMG Access™ which, as loyal guests earn rewards, allows them to join SMG in offering movies and meals for underserved community members. For additional information, visit studiomoviegrill.com.