\*\*\*MEDIA ALERT\*\*\*



**FOR IMMEDIATE RELEASE**

**STUDIO MOVIE GRILL IS FUNDRAISING TO SUPPORT AMERICAN RED CROSS**

**RELIEF EFFORTS TO HELP FLORIDIANS IMPACTED BY HURRICANE IAN**

**WHY**: The impact of Hurricane Ian has been truly devastating to Floridians and we are all heartbroken for the loss of homes and lives and grateful for the heroism of those helping others. Studio Movie Grill (“SMG”) is proud to host a fundraiser this weekend to support American Red Cross relief efforts at ALL locations in ALL states this weekend.

**WHEN**: Friday October 7 – Sunday October 9.

**WHAT:** Purchase a large popcorn at any Studio Movie Grill from Friday, Oct. 7 through Sunday, Oct. 9 and a portion of sales will be donated to the American Red Cross Hurricane Ian Relief efforts

**WHERE**: ALL Studio Movie Grills nationwide.

**About Studio Movie Grill:**

Conceived in 1993, Studio Movie Grill (“SMG”) modernized the traditional movie-going experience by combining first-run movies with full-service, in-theater dining and now has 226 screens in 7 states.  SMG was named to Inc. Magazine’s List of “Fastest Growing Private Companies” three years in a row, placed 13th in Box Office Magazine’s Giants of the Industry in 2020, and, in prior years, 50 films put SMG in the top 10 at the Box Office with key titles grossing as high as #5 in box office receipts. Honoring its commitment to Opening Hearts and Minds, One Story at a Time™, SMG’s legacy programs include its longtime Special Needs Screenings, which are offered free to children with special needs and their siblings to encourage families to attend together. In June 2018, SMG created a unique loyalty program, SMG AccessTM which, as loyal guests earn rewards, has allowed them to join SMG in offering movies and meals to underserved community members. To date, this program has earned over 44,000 movies and meals.  For additional information, visit [studiomoviegrill.com](http://studiomoviegrill.com)

**Media Contact for Studio Movie Grill**:

Lynne McQuaker, Community Relations + Outreach

Email: lmcquaker@studiomoviegrill.com | 214-724-4896