

# STUDIO MOVIE GRILL

## FOR IMMEDIATE RELEASE:

PAT GONZALEZ, SENIOR VICE PRESIDENT OF IN-THEATRE MARKETING FOR PARAMOUNT PICTURES  
RECEIVES STUDIO MOVIE GRILL'S FOURTH ANNUAL  
"OPENING HEARTS AND MINDS AWARD"

FIRST ENTERTAINMENT EXECUTIVE TO RECEIVE AWARD ON JULY 30<sup>TH</sup> 2019 AT THE SMG MONROVIA

Hollywood, CA, July 11, 2019 –Studio Movie Grill (SMG) announced today it will present its fourth annual *Opening Hearts and Minds Award* to **Pat Gonzalez**, Sr. Vice President, In-Theatre Marketing, Paramount Pictures for her tireless work in the community most especially with [Variety, the Children's Charity of Southern California](#) and more recently with the *Variety Boys and Girls Club of Boyle Heights*. The award is given to innovative leaders who have impacted their communities in a meaningful way by going above and beyond to create a positive wake in their neighborhoods. Ms. Gonzalez, the first entertainment industry recipient, will be honored at a special ceremony on **July 30, 2019 at SMG Monrovia**. The program will celebrate her years of service to further the efforts of children's charities and support non-profit organizations and will include a special screening of Paramount Pictures' film *Dora and the Lost City of Gold* that opens nationwide on August 9, 2019.

"One of the most important decisions we make each year is selecting our 'Opening Hearts and Minds Award' recipient," said Brian Schultz, Founder & CEO, Studio Movie Grill. "Candidates are thoughtfully chosen based on their dedication to helping others and the positive impact they have made in the world. This year we unanimously agreed the recipient should be Pat Gonzalez. Her work at Paramount, is admirable, as is her tireless commitment, for over 20 years, to empowering young people particularly and personally in Southern California."

Ms. Gonzalez's grew up in Los Angeles. Her experiences as a hard-working kid who made her own way is why, as an adult, her philanthropic work has always focused on building up children and nurturing their potential. She's committed to and passionate about shaping the futures of young individuals, and that is reflected in every aspect of the work she does for her community. Ms. Gonzalez has been involved with *Variety, The Children's Charity* for over 20 years and was integral to launching the first ever chapter of its youth group: *Jr. Variety*. She joined the executive board of *Variety, The Children's Charity of Southern California* in 2002 and currently serves as co-chairperson for *Variety's Kids*, the charity's online and silent auction philanthropic endeavors, which has raised more than \$2 million to support *Variety's* children's causes since its launch in 2005. Ms. Gonzalez also chairs the charity's annual Poker Night Tournament which has raised over \$1 million in support for *Variety* in Southern California since its inception eight years ago.

Most recently, Ms. Gonzalez joined the Board of Directors of the [Variety Boys and Girls Club of Boyle Heights](#). Since 1949, the organization has responded to the needs of children in the Boyle Heights/East Los Angeles community offering academic and leadership development programs, tutoring and mentoring, sports and aquatics programs, arts and crafts, a computer learning center and library, social recreation, college scholarships, and special events to award members' achievements.

Currently, Ms. Gonzalez serves as the Sr. Vice President, In-Theatre Marketing for Paramount Pictures, where she is responsible for securing placement of a broad range of in-theatre materials and driving national film marketing and promotions in the U.S. and Canada, for the theatrical properties released under Paramount Pictures, Paramount Vantage, Paramount Animation, MTV Films and Nickelodeon Films. Her leadership encompasses a wide range of areas including the programming of trailers, on-screen custom and special content, circuit-specific online and social media strategies, movie fan events, value-add movie offers and collaborating on studio life-cycle marketing initiatives within the cinema space.

The *Opening Hearts and Minds Award* event takes place, Tuesday, July 30, 2019 at the SMG Monrovia located at 410 South Myrtle Avenue, Monrovia, Ca 91016. The program is as follows:

6:00pm – Reception

7:00pm – Ceremony

8:00pm – Dinner + Screening of *Dora and the Lost City of Gold*

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#### **About the Opening Hearts & Minds Award:**

Every year SMG strives to honor and pay tribute to individuals both internally and externally who have impacted their communities in truly meaningful ways with its Opening Hearts and Minds Award. SMG is a purpose driven company and its mission is Opening Hearts and Minds, One Story at a Time.™ To date they have honored most all of their stakeholders from team members, community members and non-profit partners, and this year a major vendor has been added: Paramount Pictures.

#### **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 333 screens in 10 states with further expansion planned. SMG was named to Inc. Magazine's List of "Fastest Growing Private Companies" three years in a row, placed 12<sup>th</sup> 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. To date, this program has offered over 12,000 movies and meals. For additional information, visit [studiomoviegrill.com](http://studiomoviegrill.com).