

FOR IMMEDIATE RELEASE



***STUDIO MOVIE GRILL PARTNERS WITH WARNER BROS. PICTURES AND PARTICIPANT TO OFFER PRE- AND POST-OPENING PRIVATE SCREENING EXPERIENCES OF JUST MERCY***

*During these special screenings, Studio Movie Grill will donate 5% of the proceeds from food and beverage sales to the Equal Justice Initiative*

**Dallas, TX – December 23, 2019** – Studio Movie Grill (SMG) announced today that in partnership with Warner Bros. Pictures and Participant, they will offer pre and post-opening private screening experiences of the new film JUST MERCY, scheduled to have a limited U.S. release on December 25 before expanding nationwide on January 10, 2020. During these special screenings, SMG will donate 5% of the proceeds from food and beverage sales to the Equal Justice Initiative, founded by Bryan Stevenson.

A powerful and thought-provoking drama, JUST MERCY, starring Michael B. Jordan, Jamie Foxx and Brie Larson, is based on the true story of Harvard-educated attorney Bryan Stevenson, who goes to Alabama to defend people who had been convicted without proper representation. One of his first cases is Walter McMillian, an innocent man condemned to death, whom Bryan fought to free.

In 1989, Stevenson founded the Equal Justice Initiative (EJI) as a commitment to ending mass incarceration and excessive punishment in the United States, to challenge racial and economic injustice, and to protect basic human rights for the most vulnerable people in American society.

“JUST MERCY tells a moving story about civil rights defense attorney Bryan Stevenson, how he fought for those in need and later created the Equal Justice Initiative so that he could continue to help the poor, the incarcerated, and the condemned,” said Brian Schultz, SMG Founder & CEO. “SMG is proud to be partnering with Warner Bros. and Participant to bring special screenings of this film to SMG locations across the county. We feel it is important to highlight films that center on people who have helped the community become a better place, and SMG will donate 5% of the proceeds from food and beverage sales during these private screenings to the Equal Justice Initiative.”

“JUST MERCY is an amazing, inspirational film. We are excited to work with the dedicated group at Studio Movie Grill, whose generosity in helping to bring JUST MERCY to audiences

nationwide will inspire audiences and also help them learn more about the work of Bryan Stevenson, a true American hero,” said Participant CEO David Linde.

These private screening experiences add to the long list of events and activities Studio Movie Grill participates in to give back to its local communities. 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 their Movies + Meals outreach program; whereby, Studio Movie Grill donates a movie and a meal to a deserving non-profit in the community with the help of its loyal guests.

### **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. 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 40,000 movies and meals. For additional information, visit [studiomoviegrill.com](http://studiomoviegrill.com).

### **About Participant**

Founded by Chairman Jeff Skoll and under the leadership of CEO David Linde, Participant ([www.participant.com](http://www.participant.com)) combines the power of a good story well told with real world impact and awareness around today’s most vital issues. Through its worldwide network of traditional and digital distribution, aligned with partnerships with key non-profit and NGO organizations, Participant speaks directly to the rise of today’s “conscious consumer,” representing the well over 2 billion consumers compelled to make meaningful content a priority focus.

As an industry content leader, Participant annually produces up to six narrative feature films, five documentary films, three episodic television series, and more than 30 hours of digital short form programming, through its digital subsidiary SoulPancake. Participant’s more than 100 films have collectively earned 73 Academy Award® nominations and 18 wins, including Best Picture for *Spotlight* and *Green Book* and Best Foreign Language Film for *Roma* and *A Fantastic Woman*. Participant’s digital division, SoulPancake ([www.soulpancake.com](http://www.soulpancake.com)), is an award-winning provider of thought-provoking, joyful, and uplifting content that reaches an audience of over 9 million fans. Follow Participant Media on Twitter ([@Participant](https://twitter.com/Participant)) and on [Facebook](#) and [Instagram](#). Follow SoulPancake on Twitter ([@soulpancake](https://twitter.com/soulpancake)) and on [Facebook](#) and [Instagram](#).

### **About JUST MERCY**

JUST MERCY was directed by Destin Daniel Cretton from a screenplay he co-wrote with Andrew Lanham, based on Bryan Stevenson's book Just Mercy: A Story of Justice and Redemption. The film was produced by Gil Netter, Asher Goldstein and Michael B. Jordan, with Bryan Stevenson, Mike Drake, Nijja Kuykendall, Gabriel Hammond, Daniel Hammond, Scott Budnick, Jeff Skoll and Charles D. King serving as executive producers. The film also stars Rob Morgan, Tim Blake Nelson, Rafe Spall, O'Shea Jackson Jr. and Karan Kendrick. Warner Bros. Pictures presents, in Association with Endeavor Content/One Community/Participant Media/Macro, a Gil Netter Production, an Outlier Society Production, JUST MERCY. The film will be distributed worldwide by Warner Bros. Pictures and has been rated PG-13 for thematic content, including some racial epithets. [www.JustMercyFilm.com](http://www.JustMercyFilm.com)

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