

FOR IMMEDIATE RELEASE (PLEASE EMBARGO TILL 5 PM PST)



**Studio Movie Grill and KTTV Partner
with Toys for Tots to Share the Magic of Giving for the Holidays**

Studio Movie Grill to provide one free movie ticket for each unwrapped toy brought to any of their six Southern California locations

Glendale, CA – December 5, 2019: Studio Movie Grill (SMG) announces its first official partnership with KTTV Fox 11 News in Los Angeles, CA and *Toys for Tots* to collect toys for less fortunate children this holiday season. Beginning today and continuing through Monday, December 16th, KTTV Fox 11 News viewers and SMG guests can drop off new, unwrapped toys to any of the six participating SMG locations in Southern California (list here) and receive one, free adult admission ticket in exchange. All toys collected will be donated to the Marine Toys for Tots Foundation and will be distributed by Christmas to the disadvantaged children of local communities.

"In keeping with our mission to open hearts and mind, once story at a time, the SMG team is truly delighted to close out our 2019 outreach with such an incredible and positive event in partnership with the Marine Toys For Tots Foundation. With the support of our generous guests, Studio Movie Grill hopes to make a significant impact this holiday season and help bring some much-needed joy and happiness to children across Southern California," said Brian Schultz, Founder and CEO, Studio Movie Grill. "This is just one example of how our team is constantly working to reach out and serve our local communities. We are grateful for the opportunity to assist Toys for Tots in their toy drive and are especially thrilled to team up with KTTV as they help broaden the reach of our message and help ensure that children in need will have access to toys that will certainly help put smiles on their faces this holiday season."

Studio Movie Grill currently operates six locations in Southern California and all of them will have *Toys for Tots* collection bins located in the lobby adjacent to the box office. Guests are invited to bring in new, unwrapped toys with a retail value of \$10 or more to any SMG location in Southern California and in exchange, SMG will provide one (1) full-priced adult ticket for FREE. Tickets may be used at any Studio Movie Grill location after January 2, 2020. Toys may be donated from December 6 through December 16, 2019. The six participating SMG locations in Southern California are:

- Bakersfield – 2733 Calloway Dr., Bakersfield, CA 93312
- Downey – 8200 Third St., Downey, CA 90241
- Glendale – 128 N. Artsakh Ave., Glendale, CA 91206
- Monrovia – 410 S Myrtle Ave., Monrovia, CA 91016
- Redlands – 340 N. Eureka St., Redlands, CA 92374
- Simi Valley – 1555 Simi Town Center Way, Simi Valley, 93065

For more information, visit: www.studiomoviegrill.com/story/toys-for-tots

"We are very pleased to welcome Studio Movie Grill and KTTV Fox News as our regional partners of the 2019 Marine Toys for Tots Campaign," said Staff Sergeant Joshua Patterson, Coordinator of the Pico Rivera Marine Toys for Tots Campaign. "With their generous support we will be able to fulfill the Christmas holiday dreams of so many of the less fortunate children in Southern California who otherwise might be forgotten."

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 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. To date, this program has offered over 40,000 movies and meals. For additional information, visit www.studiomoviegrill.com or <https://www.studiomoviegrill.com/story/toys-for-tots>

About the Marine Toys for Tots Program

Toys for Tots, a 72-year national charitable program run by the U.S. Marine Corps Reserve, provides happiness and hope to disadvantaged children during each Christmas holiday season. The toys, books and other gifts collected and distributed by the Marines offer these children recognition, confidence and a positive memory for a lifetime. It is such experiences that help children become responsible citizens and caring members of their community. Last year the Marine Toys for Tots Program fulfilled the holiday hopes and dreams of 7 million less fortunate children in over 800 communities nationwide. Since 1947 over 251 million children have been assisted.

MISSION: The basic mission of the Marine Toys for Tots Program is to collect new unwrapped toys and distribute those toys to less fortunate children at Christmas.

GOAL: The primary goal of Marine Toys for Tots is, through the gift of a new toy, help bring the joy of Christmas and send a message of hope to America’s less fortunate children.

The Marine Toys for Tots Foundation is a not for profit organization authorized by the U.S. Marine Corps and the Department of Defense to provide fundraising and other necessary support for the annual Marine Corps Reserve Toys for Tots Program. For more information, visit www.toysfortots.org.

ABOUT KTTV FOX 11 NEWS

Fox Television Stations, LLC, operates a group of news and entertainment websites on behalf of their owned and operated television stations. We are one of the nation’s largest owned-and-operated network broadcast groups, comprising 28 stations in 17 markets and covering over 37% of U.S. television homes. This includes seven duopolies in the top 10 markets: New York, Los Angeles, Chicago, Dallas, San Francisco, Washington, D.C. and Houston; as well as duopolies in Minneapolis, Phoenix, Orlando and Charlotte. For more information visit: www.FoxLA.com.

Media Contacts:

Allied Global Marketing

Phillip Nakov
PNakov@AlliedGlobalMarketing.com
(323) 330-8870

Studio Movie Grill

Lynne McQuaker
lmquaker@StudioMovieGrill.com
(469) 405-8529 Ext. 232

Toys for Tots

SSgt Joshua Patterson
Pico-Rivera.Ca@ToysForTots.org
(626) 941-1122