

FOR IMMEDIATE RELEASE



## Studio Movie Grill Bakersfield Opens This Thursday

State-of-the-Art Theater in Kern County is the Sixth California Location for Luxury Theater Chain

**BAKERSFIELD, CA – April 9, 2018** Community-focused and purpose-driven [Studio Movie Grill \(SMG\)](#), the original first-run, in-theater dining concept that revolutionized the theater-going experience, is excited to open the doors of its sixth California location on Thursday, April 12, 2018. SMG Bakersfield, located at 2733 Calloway Drive, Bakersfield, CA 93312, off Rosedale Highway and Calloway Drive, will feature luxury recliners in 10 dine-in auditoriums and house a full-service bar, lounge and patio areas serving a made-to-order American Grill menu and premium drinks.

SMG Bakersfield guests will be the first to experience the roll out of an exciting new menu which will include Heirloom Tomato Avocado Toast, a Sesame-Seared Ahi Tuna Bowl, and Mediterranean Tabbouleh Bowl alongside its fan favorites such as Coconut Chicken Tenders, flatbread pizzas and burgers. Bar specials include 25 percent off ANY bottle of wine on Friday and Saturday and the new bar menu will feature eight new cocktails including the refreshing Motion Picture Paloma made with Espolòn Tequila, grapefruit juice, agave and topped with club soda.

Moviegoers will be invited to relax in custom designed Inorca® VIP leather recliners and experience state-of-the-art QSC sound with NEC laser projection to ensure the most comfortable cinematic viewing. Each theater features built-in tabletops and 'push for service' call buttons at your seat to enable guests to order from the full service premium bar and extensive menu. Every SMG theater offers 100 percent reserved seating online and at the box office.

“With the opening of SMG Bakersfield, we are deeply committed to our mission to open hearts and minds, one story at a time, and to leaving a positive wake in our new community by providing the best possible entertainment experience while bringing substantial economic impact and dedicated outreach to our new neighbors,” said Brian Schultz, SMG’s Founder/CEO.

The opening of SMG Bakersfield marks the company’s 30<sup>th</sup> location across nine states. SMG’s signature design marries crisp architectural details using natural materials. The interior is modern and features a selective mix of textiles, stone surfaces, warm woods and furniture classics. SMG Bakersfield’s opening will also unveil the company’s latest concept prototype, which includes an open outdoor patio.

“Our newest prototype is a marriage of 25 years of in-theater dining expertise and execution, and SMG Bakersfield is our first West Coast location to experience it,” said Ted Low, Senior Director of Brand + Creative at SMG. “Our trademark design materials are now combined with an open-air bar, patio, and modern lounge area that enhance SMG’s immersive movie-going experience. SMG Bakersfield is equal parts design, technology, and southern hospitality. It’s truly a place to relax, unwind and have some fun.”

SMG proudly supports its surrounding communities with specialty programming and outreach. In celebration of its upcoming grand opening, SMG will be partnering with area non-profits in a series of events with discounted pricing exclusive only to its Bakersfield location. SMG will celebrate and honor local Bakersfield educators with a special night in appreciation of the work they do and will host an event for the Wounded Heroes Fund as well as a special night for Inclusion Films, supporting young filmmakers with special needs, and Valley Achievement Center, SMG’s non-profit beneficiary for its Chefs for Children program.

**INTRODUCTORY PRICING:** From April 12-25, 2018, guests are invited to try a luxury movie-going experience for only \$5. Studio Movie Grill Bakersfield will be offering \$5 movie tickets when you sign up for their newsletter at [www.studiomoviegrill.com/Bakersfield](http://www.studiomoviegrill.com/Bakersfield). Reserve your seats online using the promo code, which will be emailed to you. This promotion ends April 25, 2018 and tickets are on sale now.

**GRAND OPENING PARTY:** Everyone is invited to celebrate the Grand Opening of SMG Bakersfield on April 19, 2018. There will be music, games, giveaways and prizes including premium movie swag, gift cards and movie tickets.

**SCAVENGER HUNT:** During the week of April 23, 2018, SMG will be hiding prizes across Bakersfield. Follow SMG on Facebook and Twitter to get access to the clues and your chance to win Movies for a Year and more!

**ADAPTIVE BIKE DONATION:** During the kick off of the Neon Fun Run at 10 a.m. on April 28, 2018, at Centennial High School Football Field, SMG will donate an adaptive trike to Valley Achievement Center and take part in the fundraising event.

**WIN EVERY DAY IN MAY** with Studio Movie Grill: Each day in May we’ll select one subscriber from our newsletter who will win Movies for Year. That is 31 chances to win! Sign up at [www.studiomoviegrill.com/Bakersfield](http://www.studiomoviegrill.com/Bakersfield).

**SPECIAL NEEDS SCREENINGS:** Launching on May 12, 2018, with *AVENGERS: INFINITY WAR*, SMG’s long-standing Special Needs Screenings will be shown on the Saturday morning following the release of a family movie at 11 a.m. to accommodate families raising children with special needs. A pillar of SMG’s mission and outreach since 2003, Special Needs Screenings are shown with the lights up and the volume

lowered and children are free to move around, talk or even dance in the aisles! Screenings are free to children with special needs and their siblings, while other family members will receive matinee pricing to encourage families to attend together. For more information on future films and dates, please visit

<https://www.studiomoviegrill.com/Movie/Film-Series/Special-Needs-Screenings>

**CHEFS FOR CHILDREN:** In partnership with Valley Achievement Center, our Bakersfield beneficiary, every menu item purchased with the “Chefs for Children” badge, SMG will donate 5 percent of the proceeds to VAC. Giving never tasted so good! For more information on the program, please visit

<https://www.studiomoviegrill.com/Story/chefs-for-children>

**STUDIO EVENTS:** SMG is a great event venue and the choice of some of the largest corporations and organizations in the country for thousands of private events each year. SMG’s Studio Events team is on hand to create meetings, seminars, product training, employee appreciation, team building, private parties and movie premieres. Private event and fundraising packages include state-of-the-art digital projection and presentation equipment, complete audio/video capabilities, Wi-Fi, gaming and full-service food and beverage packages developed by in-house chefs.

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### **About Studio Movie Grill**

Established in 2000, 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 30 locations in 9 states with further expansion planned. SMG was named to Inc. Magazine’s List of “Fastest Growing Private Companies” two 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 #5 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 Award, which strive to help families and acknowledge local heroes. For additional information, visit [studiomoviegrill.com](http://studiomoviegrill.com).

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