

**FOR IMMEDIATE RELEASE**



## Studio Movie Grill Launches SMG Access™

*The first and only loyalty program of its kind in movie exhibition committed to impacting one million lives through the power of film and sharing a meal.*



**Dallas, TX – July 12, 2018:** Studio Movie Grill (SMG) is the leader of the in-theater dining concept operating 314 screens in 30 locations nationwide. For the last 18 years, SMG has contributed millions of dollars in corporate giving and in-kind donations to local charities and non-profit organizations committed to making a difference. Once again, SMG is leading the way with its new loyalty program, SMG Access™.

SMG Access™, launched nationwide in June, is the only theater loyalty program focused on positively impacting community members in need through local organizations. SMG Access™ is a purpose-first loyalty platform where members earn points on every movie ticket purchased at Studio Movie Grill. When a reward is earned, a movie and meal is donated to an outreach program. SMG has witnessed firsthand the power of movies to inspire and change lives.

SMG Access™ provides a groundbreaking and purposeful way for guests to support outreach programs in their neighborhoods. “It’s great to see a loyalty program that gives back to the community,” said Vinele Grana, Vice President, Worldwide Exhibitor Partnerships, Sony Pictures Entertainment. This month, SMG Access™ members will launch the program nationwide by donating 1,500 movies and meals to the following organizations in collaboration with Sony Pictures Animation’s *Hotel Transylvania 3: Summer Vacation*, which opens wide on July 13<sup>th</sup>. This on top of the 200 movies and meals donated for Lionsgate’s *Uncle Drew*. Studio Movie Grill looks forward to announcing additional studio partnerships this year.

Dallas, TX	BIG THOUGHT
Plano, TX	CITY HOUSE/MY FRIENDS HOUSE
Scottsdale, AZ	CAMELOT THERAPEUTIC HORSEMANSHIP
Bakersfield, CA	LEAGUE OF DREAMS
Rocklin, CA	ROCKLIN USD – Special Ed Dept.
Chatham, IL	CHICAGO PARK DISTRICT SPECIALTY CAMPS
Upper Darby, PA	BOYS & GIRLS CLUB
Marietta, GA	MARIETTA POLICE ATHLETIC LEAGUE
Holcomb, GA	WE ARE THE HUGHES
Tampa, FL	MIGHTY KIDS
Tampa, FL	CHILDRENS CANCER CENTER

**How it Works:**

Every time a guest earns 1,000 SMG Access™ points they will receive a \$10 eBonus Card, which can be used for movie tickets, food and non-alcoholic beverages at any SMG location. Every time a reward is earned, SMG will donate a movie and meal to a local nonprofit in that community. Going to the movies has never been more meaningful and loyal guests can join SMG on its mission to impact one million lives.

As a conscious business, SMG is committed to creating a positive wake for all five of its stakeholders. 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. SMG Access™ further differentiates Studio Movie Grill and allows loyal guests to actively participate in helping support its mission to open hearts and minds, one story at a time.

More information can be found at <https://www.studiomoviegrill.com/>

**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 #4 in North America. For additional information, visit [studiomoviegrill.com](http://studiomoviegrill.com).

**STUDIO MOVIE GRILL CONTACTS:**

Lynne McQuaker, Senior Director Public Relations + Outreach  
Email: [lmquaker@studiomoviegrill.com](mailto:lmquaker@studiomoviegrill.com) | 972-388-7888 ext 232

Justina Walford, Manager Community Relations + Outreach  
Email: [jwalford@studiomoviegrill.com](mailto:jwalford@studiomoviegrill.com) | 972-388-7888 ext 388