

**STUDIO  
MOVIE GRILL**



**\*\* MEDIA ALERT \*\* MEDIA ALERT \*\***

**STUDIO MOVIE GRILL SET TO RECEIVE GENEROUS  
TOY DONATION DELIVERED BY THE LOS ANGELES WILDCATS OF  
THE XFL BENEFITING TOYS FOR TOTS**

**\*\*\*Monday, December 16th\*\*\***

**WHAT:** Studio Movie Grill (SMG) to welcome the LA Wildcats of the XFL, LA's new professional football team kicking off in February, at their Downey, CA cineplex to receive the team's generous donation of new, unwrapped toys for SMG's toy drive benefiting Toys for Tots. Inspired by the theater chain's toy drive currently running at all 6 of SMG's locations in Southern California, the LA Wildcats selected SMG's Toys for Tots program to make their generous gift.

As each guest who donates a new, unwrapped toy is rewarded with a FREE movie ticket, the LA Wildcats have announced they will pass along all of their free movie tickets to the Los Angeles Unified School District (LAUSD) which will distribute pairs of the SMG movie tickets to the most-deserving students at LAUSD.

And, as a special thank you to the XFL and to the scores of LA Wildcat fans who will undoubtedly come out to support the XFL and Toys for Tots, SMG is doubling its FREE ticket giveaway for each toy donated program during final hours of the toy drive. On December 16, 2019, for EACH new, unwrapped toy (valued at \$10 or more) donated between the hours of 2 PM to 5 PM at the Downey, CA Studio Movie Grill location, each guest will receive TWO tickets absolutely FREE. (*Offer valid ONLY at SMG Downey. Free tickets may be used at any SMG location and are valid from 1/3/20 till 2/12/20*).

**WHO:** **Jim Baral** - Senior Director of Partnerships, LA Wildcats  
**Steven Graciano** - Head of Marketing, LA Wildcats  
**SSgt. Joshua Patterson** - Coordinator Toys for Tots Pico Rivera  
**Eddie Colin** - General Manager, Studio Movie Grill, Downey  
**Los Angeles Unified School District Representative** - TBA

**WHEN:** **Monday, December 16th**  
2:30 P.M. – Media Check-in  
3:00 P.M. – Donation

**WHERE:** **STUDIO MOVIE GRILL – DOWNEY**  
8200 3<sup>rd</sup> Street, Downey, CA 90241

**CONTACTS:****Allied Global Marketing**

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**Studio Movie Grill**

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**LA Wildcats**

Lisa Goldberg // [lisa.goldberg@xflwildcats.com](mailto:lisa.goldberg@xflwildcats.com) // (440) 225-6696

**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 343 screens in 10 states with further expansion planned. SMG was named to *Inc. Magazine's* List of "Fastest Growing Private Companies" four 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 42,000 movies and meals. For additional information, visit [studiomoviegrill.com](http://studiomoviegrill.com).

**About XFL LA Wildcats**

The LA Wildcats are one of eight teams in the new spring football league, the XFL, kicking off on February, 8 2020. Tickets to all five Wildcats home games are available now for purchase. Lower level season tickets at Dignity Health Sports Park start at \$20 per game and season ticket packages range from \$100 to \$425 per seat. Lower level single-game tickets start at \$24. The Wildcats' home opener will take place Sunday, February 16 live on ABC.

For more information go to [www.XFLWildcats.com](http://www.XFLWildcats.com) to learn more about Wildcats season tickets, see all prices and benefits, and sign up for special information and content.

**About Toys for Tots**

Toys for Tots, a 71-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 collected and distributed 18 million toys to 7 million less fortunate children in 800 communities nationwide, allowing them to experience the joy of Christmas and receive a message of hope that otherwise would not have been there. Since 1947 over 258 million children have been assisted. 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](http://www.toysfortots.org).

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