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Studio Movie Grill Redlands Hosts Red Carpet Grand Opening Weekend

Moviegoers welcomed by local cheerleaders, circus performers, dancers, and community organizations

ASSETS: <https://www.dropbox.com/sh/acdqa78dfayw2tq/AAA8Fd-Xl6gXY2NmZ8rUNlvPa?dl=0>

Redlands, Calif. (February 12, 2019) – [Studio Movie Grill](#) (“SMG”), the new theater in Downtown Redlands, welcomed moviegoers to join in on the fun for the official Grand Opening Celebration from Thursday, February 7 through Sunday, February 10. As the leader of in-theater dining, guests came to enjoy a movie and delicious menu items such as pretzel bites, ahi tuna bowls, gourmet popcorn, and maybe even a cocktail served in the comfort of custom-built recliners.



The dining area in the lobby has seating to accommodate guests looking to enjoy a meal before the show and a full-service bar for guests over the age of 21.

“Studio Movie Grill opened for business in 2017 and, now that all interior renovations are complete, we celebrated with a formal Grand Opening to show the community what we’re all about. We are honored to give every guest that comes in this weekend the full experience,” said General Manager Peter Lehman. “People come to the movies to enjoy their free time, so they should be pampered. We make it easy by providing guests with a movie, an American grill menu and premium cocktails– and the best part is we serve it right at your seat!”

Over the weekend, moviegoers experienced Redlands-based organizations stopping by to bring pizzazz to the party. Throughout the four-day extravaganza, guests could walk the red carpet with family and friends for a photo-op selfie station to mark the occasion.



Families pose with Redlands High School cheerleaders as they hit the selfie station on their way to their movie.

Cheerleaders from Redlands East Valley High School and Redlands High School pumped up the crowd, while dancers from the Fox Studio Redlands turned the dining area into a dance floor providing live entertainment and even a few lessons.



Cheerleaders from Redlands East Valley High School greet a young moviegoer.



In honor of romance and the movie “What Men Want,” dancers from the Fox Theater Redlands boogie to the “Cupid Shuffle” with guests.

Kiddos who came to see “The Lego Movie 2: The Second Part” were thrilled to see a Lego Creative Build activity where they got to create masterpieces of their own before and after the show.



Redlands High School cheerleaders join in the fun as kids participate in the Lego Creative Build.

Circus performers from the Redlands YMCA showed off their skills, filling the lobby with acrobatic

stunts, juggling and stiltwalkers.



Acrobats from the Redlands YMCA wow moviegoers with their tricks and twirls.



Redlands YMCA acrobat takes to the red carpet with a young moviegoer to show off their skills.

To top it all off, guests took advantage of the daily chance to win free movie tickets for a year, valued at \$1,100 and made sure to grab free SMG-branded merchandise as a keepsake.

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 314 screens in 9 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. For additional information, visit studiomoviegrill.com.