

For Immediate Release



## **STUDIO MOVIE GRILL SEMINOLE OPENING DELAYED BY IRMA**

***12 Screen Movie Theatre Complex with made-to-order food, handcrafted cocktails and luxury seating to offer a month of \$3 movie tickets as a gift to Irma survivors***

**SEMINOLE, FLA – September 18, 2017** - Studio Movie Grill (SMG), the leader of the luxury in-theater dining experience, has delayed the opening of its newest location at the Seminole City Centre to November as a result of the impact of Hurricane Irma, but the delay comes with a recovery gift for Tampa Bay -- \$3 movies for an entire month!

Construction on the new building that will house SMG's new theater was halted before the storm, and after seeing the upheaval in the lives of those who live in the area, CEO and Founder, Brian Schultz, and his team decided everyone who made it through the storm deserved a break. The company also prioritized safety as regards the community, its local teams and contractors.

"Though we still had time to make our October 12th opening date previously scheduled, we wanted to give our construction team and staff time to be with their families to deal with the slow recovery from Hurricane Irma," CEO Brian Schultz said. "That being said, when we do open, we want to treat Tampa Bay to \$3 movie tickets for the entire month of our opening celebration. Everyone is grappling with the toll of the storm, so we wanted to make it an affordable escape for families and the community to come out, come together in a communal and welcoming environment and take a break."

Further, Schultz promised a series of special events during November and December that will honor first responders, veterans and a variety of other community organizations who helped people through the storm. Schultz added that the later timeframe will also add new movies to the mix of films that will be showing during the month-long opening celebration.

"In November, we'll be creating special events around the premiers of movies like Thor:Ragnarok and Justice League," Schultz explained. "We'll also be working to engage a variety of charities and community organizations who are working hard to soften the blow Irma dealt to the Tampa Bay area."

SMG Seminole will offer customers an enhanced movie-going experience with the latest in sight and sound technology, housed in upscale theaters featuring spacious auditoriums with stadium seating, individual dining tables and a contemporary-casual entry, lounge and bar area great for meeting before or after the movie and a patio incorporating a play area for children. The new SMG location will offer a unique fusion of hospitality and lounge experiences as they continue to innovate fresh ideas into their concept.

Each auditorium will feature VIP custom made luxury leather recliners by Inorca ©, the world's foremost manufacturer of deluxe, plush leather lounge chairs with built-in tabletops and 'push-for-service' call

buttons – the perfect setting for dining and relaxing, ensuring the most comfortable and enjoyable in-theater dining experience.

### **About Studio Movie Grill**

Established in 2000, Studio Movie Grill 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 by the end of 2017 with further expansion planned in 2018. SMG was named to *Inc.* Magazine's List of Fastest Growing Private Companies two years in a row. As a commitment to Opening Hearts and Minds One Story at a Time, SMG's long-standing Special Needs Screenings, Chefs for Children community programs and annual Opening Hearts and Minds Awards continue to help families and acknowledge heroes everywhere. For additional information, visit [www.studiomoviegrill.com](http://www.studiomoviegrill.com).

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