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# IT'S A WHOLE NEW WAY TO EXPERIENCE THE MOVIES

## STUDIO MOVIE GRILL TAMPA AT UNIVERSITY MALL

Tampa, FL October 20, 2014 – **Studio Movie Grill (SMG)**, the original first-run, in-theater dining concept that has revolutionized the theater-going experience in cities like Dallas, Atlanta, and Scottsdale, opens its doors this Thursday, October 23<sup>rd</sup> in Tampa. The new SMG Tampa at University Mall is located at 12332 University Mall Court, Tampa, Florida 33612, close to the University of South Florida. This marks the first Florida location for the state-of-the-art movie and dining experience facility.

There is going to the movies, then there is going to the movies with the SMG experience. SMG offers the most competitive movie pricing in town, about 10% less than other local venues. Great for everyday movie going.

SMG Tampa at University Mall will open at 5:00 p.m, Thursday, October 23<sup>rd</sup>, just in time for moviegoers to catch first-run releases such as ***Gone Girl***, ***Fury*** and ***Alexander & the Terrible, Horrible, No-Good, Very Bad Day!*** Make sure to check out our lineup of upcoming blockbuster releases including ***Interstellar***, ***Hunger Games: Mockingjay Part 1***, and ***Hobbit: Battle of Fire***.

SMG Tampa at University Mall offers so much more than just your average movie going experience. In the coming weeks, stop by for special screenings and community impact events:

- **The Cans Films Festival Food Drive**  
During opening weekend (Friday, October 24 – Sunday, October 26), movie-goers may donate two or more canned goods or non-perishable food items to receive a free ticket to any movie, good for that day! Donations will go to Feeding America Tampa Bay.
- **Special Needs Screenings**  
SMG presents their Special Needs Screenings series serving families raising children with special needs in association with Shriners Hospitals for Children-Tampa. The screenings are free to children with special needs and their siblings, and all others pay the before-noon matinee ticket price. The series begins with *The Book Of Life* on Saturday, October 25<sup>th</sup> at 11:00a.m.
- **SMG With a Twist – Alternate Screening Series**  
In addition to their Special Needs Screening Series, SMG offers alternate programming that appeals to all audiences. Reserve your seats online!

**Girls Night Out** – Favorite chick flicks every second Wednesday of the month at 7:30pm with all tickets only \$2 each! The series begins on Wednesday, November 12 with fan favorite *Chocolat*. Add a cosmo for a perfect addition to a night out with the girls.

**Family Rewind** introduces our favorite movies to our children with *Jumanji* on November 19<sup>th</sup> also only \$2 – start a new family tradition!

**SMG Toons!** – The entire family can enjoy a series of popular cartoons every Saturday and Sunday morning at 11:00am for only \$2 per ticket.

Other featured screening series include Documentaries, Concerts, Advance Screenings, Independent Films, Film Series, SMG GameDay (local and national sports), and Original Programming.

➤ **Unique In-Theater Dining and Weekly Specials**

SMG boasts an evolving dining menu of over 100 items ranging from delicious appetizers (Chicken Nachos, Ceviche Lettuce Wraps), healthy choices (Turkey Burger, Grilled Mediterranean Chicken with Curried Rice), entrée salads (Chopped Tenderloin Cobb, Classic Caesar), gourmet pizzas, including a Gluten-Free option, a kids menu (Grilled Chicken Tenders, Cheese Quesadillas), and desserts (New York Cheesecake, Frozen Hot Chocolate).

The full service lobby bar offers adults a relaxing environment to enjoy a drink before or after their movie and includes a large selection of beers, wines, and SMG Cocktails.

Food and drink specials are offered every night of the week such as \$5 House Margaritas on Mondays, \$10 per person endless 1-topping pizza on Wednesday, and \$5 BIG cans of beer and \$5 SMG Cellars.

➤ **Win Free Movies for a Year!**

During the Grand Opening, movie-goers can register to win a year of free movies! By going to [smgwinfreetickets.com](http://smgwinfreetickets.com), movie-goers can enter to win one of four (4) admit-two movie passes that will be valid for one year! The contest starts October 1<sup>st</sup> and ends December 22<sup>nd</sup>. More information is available on the SMG Facebook fan page, [www.Facebook.com/StudioMovieGrillFan](http://www.Facebook.com/StudioMovieGrillFan) or by visiting [smgwinfreetickets.com](http://smgwinfreetickets.com).

SMG is also a great event venue and the choice of some of the largest corporations and organizations in the country for over 2,500 private events each year. SMG's Private Events team is on hand to create meetings, seminars, product training, employee appreciation, team building, private parties and movie premiers. Private event 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.

Special offerings can be found on Facebook (<https://www.facebook.com/studiomoviegrillfan>) and Twitter (<https://twitter.com/studiomoviegril>). For more information or to sign up for the SMG e-blast, please visit <https://www.studiomoviegrill.com>.

SMG Tampa at University Mall will be open to the public Monday through Thursday from 11am to 11pm and Friday through Sunday from 11am to midnight. Reserved seating tickets may be purchased online, at the box office, or via phone.

To learn more or reserve seats, visit [www.studiomoviegrill.com](http://www.studiomoviegrill.com) or call (317) 876-3331.

**About Studio Movie Grill:**

**SMG Tampa at University Mall's** state-of-the-art theatre complex will be Studio Movie Grill's eighteenth location to date. Studio Movie Grill modernized the traditional movie-going experience by combining first-run movies with in-theater dining and is characterized in the market today by its continued ability to innovate and maximize movie and menu offerings. Considered the industry leader in its rapidly growing segment, SMG now has 18 locations in 8 states with more expansion on the way. For additional information, please visit [www.studiomoviegrill.com](http://www.studiomoviegrill.com).