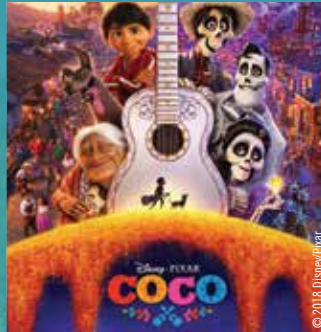


PADDINGTON 2

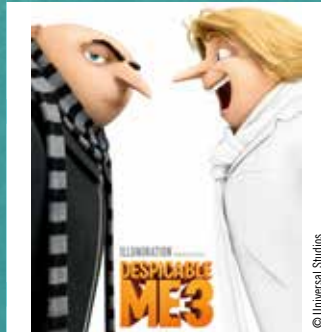
IT TAKES A BEAR TO CATCH A THIEF



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EVERYTHING YOU NEED FOR *successful events*, SIMPLY **PressPLAY**

Summer 2018 Programming Kit



Event Ideas

Top Titles

Disney Windows

Customer Spotlight

SWANK
MOTION PICTURES, INC.

SUMMER Celebrations



Cinco de Mayo

Screen a popular film like “Coco” that embraces Mexican culture. Then, partner with a relevant local organization to share authentic food, dancing music and more with your community. Another idea would be to have a Frida Kahlo/ Diego Rivera costume contest and crafts for kids, like Ojo de Dios’ or homemade maracas.



Mother's and Father's Day

Celebrate the true MVP's during the summer months with special events held in honor of both moms and dads on their special days. For moms, give them the option of an outdoor brunch buffet. For dads, host a 5K fun run in the park the whole family can do together – followed by the perfect dad-themed flick, “Despicable Me 3.”



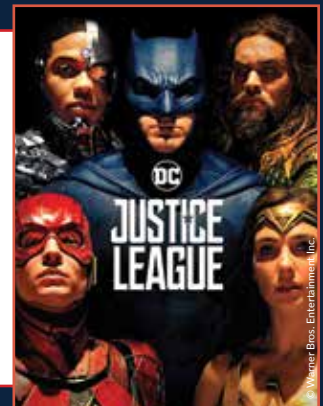
Back-to-School

Help families in your community get back into the swing of things with a back-to-school fair and flick in the last weeks of summer. Give out free or subsidized school supplies, partner with your local library to highlight homework help and other resources, and show the inspiring film “Wonder” to remind everyone to #choosekind.



Fourth of July

Have your community sparkling in red, white and blue with patriotic events all day long. Have your pets parade along to the local marching band, host throwback games – like relay races and horseshoe tosses – feature BBQ-style concessions, show the latest superhero flick “Justice League” and, of course, give a firework finale.



Easy peasy, lemon squeezy summer movie events!

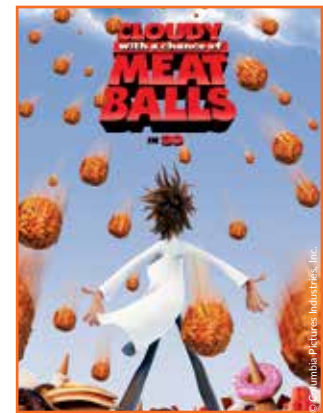
Flick n' Float

Cool things down during the balmy summer months with a Flick 'n Float series! Simply host your movie screenings poolside with plenty of floaties for rent. In addition to classic popcorn, you can make a splash at your concessions stands by featuring a fishy food bar. Include items like Goldfish crackers, Swedish Fish and gummy sharks!



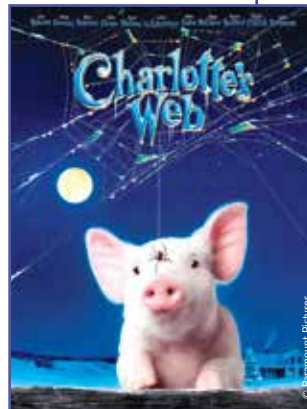
Foodie Events

If your park regularly hosts food-focused events – like Food Truck Fridays – when the weather is agreeable, give attendees something to do while they enjoy all the delicious fare by screening a family-friendly film! For a fun take, choose edible titles, like “Cloudy with a Chance of Meatballs.”



Fairs & Festivals

Chances are your park gets a lot of use over the summer months from fairs and festivals of every variety. So why not keep attendees in your park longer by pairing these celebrations with a universal activity everyone can enjoy – a family-friendly movie event! Keep things consistent by selecting titles relevant to the ongoing festival.



Children's Entertainment Series

Make sure kids have a fun-filled summer spent at your parks by hosting a Children's Entertainment Series! Feature a variety of performers, like magicians, kids' comedians and jugglers, or host “Our Zoo to You” events, storytelling time and friendly challenges for kids. Whatever your schedule, end each event with one of our many top kid-friendly new releases!

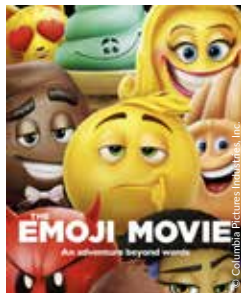


TOP Summer Titles

These are the new releases your community is hoping to see on your schedule—all available for summer showings.



Available Now



Available Now



Available Now



Available Now



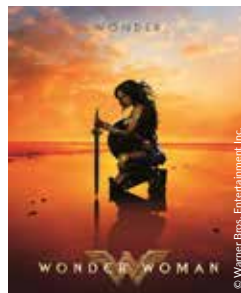
Available Now



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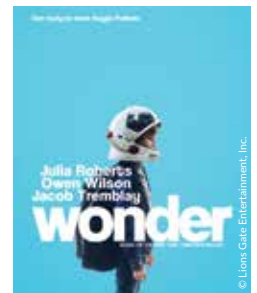
Available Now



Available Now



Available Now



Available
February 13, 2018



Available
February 27, 2018



Available
March 6, 2018



Available
March 13, 2018



Anticipated
May 2018



Anticipated
May 2018



Anticipated
May 2018



Anticipated
June 2018



Anticipated
June 2018



Anticipated
July 2018



Anticipated
August 2018

2018 Outdoor Disney Windows

Your favorite Disney films are available for outdoor showings on the following dates. Use this guide to help plan your 2018 summer movie schedule.

MONTH	ANIMATED	LIVE ACTION
JANUARY	Available all month	Available all month (Exception: No Star Wars Films)
FEBRUARY	Available all month	Available all month (Exception: No Marvel Films)
MARCH	Available all month	Available all month (Exception: No Marvel Films from 3/1-3/15)
APRIL	Available all month	Available all month (Exception: No Marvel Films from 4/27-4/30)
MAY	Available all month	Available all month (Exception: No Star Wars and Marvel Films)
JUNE	Available all month (Exception: No Pixar Films)	Available all month (Exception: No Star Wars Films)
JULY	Available all month (Exception: No Pixar Films from 7/1-7/12)	Available all month (Exception: No Marvel Films)
AUGUST	Available all month (Exception: No Winnie the Pooh)	Available all month
SEPTEMBER	Available all month	Available all month
OCTOBER	Available all month	Available all month
NOVEMBER	Available 11/1-11/14	Available all month
DECEMBER	Available 12/19-12/31	Available all month (Exception: No Mary Poppins)

PIXAR FILMS

A Bug's Life	Monsters University
Brave	Ratatouille
Cars	Toy Story
Cars 2	Toy Story 2
Cars 3	Toy Story 3
Coco	Up
Finding Dory	WALL-E
Finding Nemo	The Good Dinosaur
Inside Out	The Incredibles
Monsters, Inc.	

MARVEL FILMS

Ant-Man	Guardians of the Galaxy
The Avengers	Guardians of the Galaxy Vol. 2
Avengers: Age of Ultron	Iron Man
Avengers: Infinity War	Iron Man 2
Black Panther	Iron Man 3
Captain America: Civil War	Thor
Captain America: The First Avenger	Thor: The Dark World
Captain America: The Winter Soldier	Thor: Ragnarock
Doctor Strange	

STAR WARS FILMS

Rogue One: A Star Wars Story	Star Wars: The Last Jedi
Star Wars: The Force Awakens	Solo: A Star Wars Story

CUSTOMER *Spotlight*

Borough of Somerville, NJ Starlit Cinema Series

Every summer since 2012, Somerville, a New Jersey borough, transforms its downtown area into the “living room of Central New Jersey” with its Starlit Cinema series. Featuring six films every Thursday from mid-July through mid-August, audiences conveniently enjoy a variety of films, smack dab in the middle of its Division Street Plaza.

To determine which films are featured, the Downtown Somerville Alliance first selects ten movies from Swank’s collection of thousands, around mid-May. Then, the organization shares the options with the entire community who votes for their top six picks. Whichever films win the most votes are the ones shown. This past year, the Alliance received over 1,000 votes – an impressive response rate considering the borough’s total population is just over 12,000.

This annual series began with a 15-200 attendance rate. But now, after only a few short years, attendance has tripled with the series total reaching more than 3,000. The Alliance has worked hard to make this series one of their city’s most popular events, but luckily they didn’t have to do it alone.

“Working with Swank Motion Pictures has been a joy from the very start of our program,” said Beth Anne Macdonald, the Executive Director of the Downtown Somerville Alliance. “As customers, we have always felt like we have a true partner. From providing expert advice to answering technical questions, customer service has been top notch!”

“Working with Swank Motion Pictures has been a joy from the very start of our program.”

-Beth Anne Macdonald
Executive Director,
Downtown Somerville Alliance



Check out our movie ballot at swank.com/parks/resources and start your own community polling!



Unique ideas for making your movie event a success.

City of Republic, MO Movies @ The Amp

Republic, MO knows not one size fits all when it comes to hosting amazing movie events. That's why they tailor each one of their screenings to a specific audience type.

The city starts their series in April, and continues showing films on Friday and Saturday nights all the way until October. Family-friendly movie nights are always the most popular, but they also make sure to give adults a fun, inexpensive night out option as well. But not only do they ensure the films reach a wide audience, they also plan activities to match the film, as well. For example, they had a beach party before their "Moana" screening and the local zoo brought in some animals for their "Zootopia" event.

Coming off a successful 2017 season, the city has already announced their upcoming 2018 schedule, starting with award-winning "Coco," followed by

Check out event ideas for some of the latest hits at swank.com/parks/resources



the wonders – "Wonder Woman" and "Wonder" – and classic favorites like "The Little Mermaid." The schedule also includes "Back to the Future" and "Remember the Titans" – two films chosen by the community in a "You Pick the Flick" online survey.

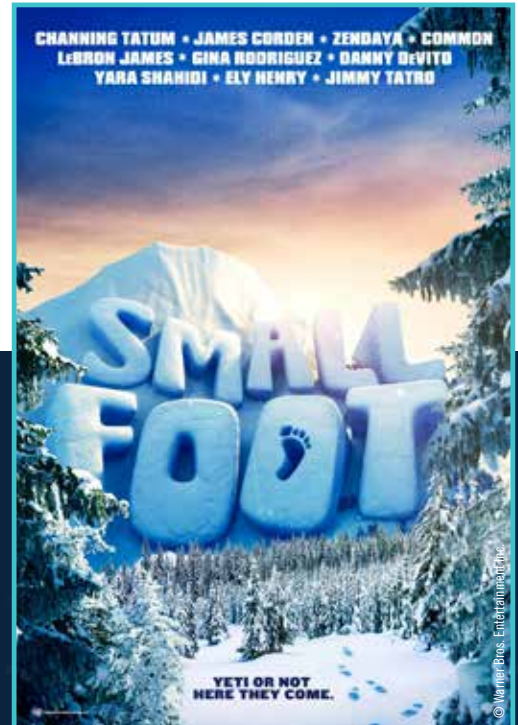
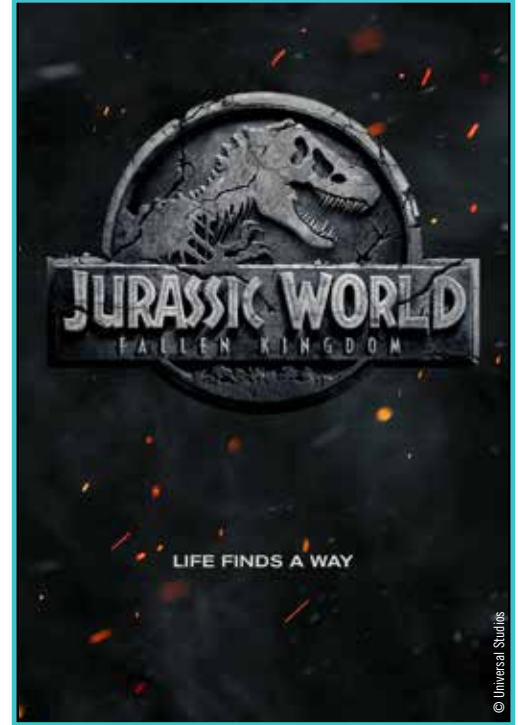
But once the outdoor series is over, the movie magic doesn't end. The city features films at their annual Halloween Boogie Bash, and hosts dedicated movie screenings once a month for both kids and seniors – establishing themselves as leaders in custom-fitted community entertainment.



Want to be featured in a future PressPlay?

Send us photos and success stories from your movie event at parksandrec@swankmp.com!

Coming FALL 2018



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