



## **KERASOTES THEATRES • Marketing**

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For Immediate Release

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### **KERASOTES EXPANDS ENCHANTED EVENING SHOWS**

**WHAT:** The Kerasotes ShowPlace 12 Theatres in Hobart/Merrillville, IN will be implementing a modified version of the Company's Enchanted Evening Shows beginning on May 22, 2009. On Friday through Sunday all films beginning at 6:00 PM and later will be designated for adults 18 years or older. A valid photo ID will be required for admission. Children 17 or younger will be admitted with an attending parent. This will also be in place Monday through Thursday for all films beginning at 9:00 PM and later. Parents should plan on sitting with their children within the theatre auditorium.

**WHY:** Adults and families are looking for entertainment options strictly available to them. Kerasotes is implementing these specific Enchanted Evening Shows in response to customers' suggestions for presentations which are more in keeping with their family views.

**WHERE:** Enchanted Evening Shows have been in place since September of 2007 at a number of Kerasotes locations. These locations include: Castle Rock Stadium 12, Castle Rock, CO; Bergen Park 7, Evergreen, CO; Twenty Mile Village 10, Parker, CO; Village Mall Cinema, Danville, IL; Parkway Pointe Cinema, Springfield, IL; ShowPlace East 8, Springfield, IL; ShowPlace West 12, Springfield, IL; ShowPlace 12, Columbus, IN; ShowPlace 14, Michigan City, IN; ShowPlace 16, South Bend, IN.

**WHEN:** This version of the program will begin on Friday, May 22, 2009 at the ShowPlace 12, 2590 Southlake Mall Drive, Hobart/Merrillville, IN

**HOW:** Tickets may be purchased for the Enchanted Evening Shows at the theatre box office or on line at [www.Fandango.com](http://www.Fandango.com). Further, Kerasotes welcomes comments from theatre patrons regarding this program. Please visit [www.Kerasotes.com](http://www.Kerasotes.com) and click on the CONTACT US tab on the left (<http://www.kerasotes.com/Comments.aspx>).