

August 10, 2016



# Cinemark Celebrates Inaugural Community Day on August 20

***Free Movies, \$2 Concessions and \$3 Rafiki Bracelets with Proceeds Benefiting WE Charity***

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's largest motion picture exhibitors, celebrates its inaugural Community Day on Saturday, August 20, with a morning of free movies and discounted concession items, with proceeds benefiting [WE Charity](#), a charitable division of [WE](#). WE is a unique family of organizations that brings people together and gives them the tools to change the world, locally and globally.

Cinemark invites movie-lovers from across the nation to visit any Cinemark theatre on Saturday, August 20, from 9 a.m. to 1 p.m. local time for free DreamWorks Animation movies, including:

- Shrek
- Kung Fu Panda 3
- Home
- How to Train Your Dragon 2
- Madagascar 3: Europe's Most Wanted

Select concession items will be specially priced at \$2, including small popcorn, 16-ounce soft drinks and all packaged candy. Exclusive [ME to WE](#) Rafiki bracelets will also be available for \$3 each. Proceeds from the promoted concession items and Rafiki bracelets will be donated to WE Charity.

"Cinemark is proud to be a part of the communities that our theatres serve and Community Day is an opportunity for us to express our gratitude while giving to a worthy cause," said Mark Zoradi, CEO of Cinemark Holdings, Inc. "We would also like to give a heartfelt thank you to DreamWorks Animation for providing the movies and making our first Community Day a reality."

"We are so excited to be hosting our first annual Community Day with Cinemark — a company committed to inspiring their communities to create positive change at home and around the world," said Craig Kielburger, co-founder of WE Charity. "It's truly incredible to have a day where families and friends from all over the country can come together to live 'WE' and create positive impact for those in need."

Earlier this year, Cinemark announced its partnership with WE Charity, kicking off support as the official National Entertainment sponsor of WE Day at events in California, Seattle, Illinois and Minnesota. With events all around the world, WE Day is a celebration of everyday

change-makers, bringing together world-renowned speakers and award-winning performers with millions of young people and families to celebrate and inspire another year of incredible change.

All Cinemark domestic locations will open their doors to guests at 8:30 a.m., with the first movies beginning at 9:00 a.m. Seating for each movie is limited and available on a first-come, first-served basis. The exact show times and movie offers may vary by location and will be posted at [cinemark.com](http://cinemark.com) after August 15. More information about Cinemark's Community Day can be found at [cinemark.com/we-partnership](http://cinemark.com/we-partnership).

## **ABOUT CINEMARK HOLDINGS, INC.**

Cinemark is a leading domestic and international motion picture exhibitor, operating 522 theatres with 5,888 screens in 41 U.S. states, Brazil, Argentina and 13 other Latin American countries as of June 30, 2016. For more information go to [investors.cinemark.com](http://investors.cinemark.com).

## **ABOUT WE Charity**

**WE Charity** is part of **WE**, a movement that brings people together and gives them the tools to change the world. A unique family of organizations, WE is made up of two divisions: WE Charity and ME to WE social enterprise, which empower people to make a difference at home and globally. The celebration of that change happens at WE Day – inspiring stadium-sized life-changing events that take place around the world. Learn more at [we.org](http://we.org).

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### **Cinemark**

James Meredith, 972-665-1680

[communications@cinemark.com](mailto:communications@cinemark.com)

or

### **WE Charity**

Katryna Szagala, 647-298-7344

Associate Director, Public Relations

[katryna.szagala@we.org](mailto:katryna.szagala@we.org)

or

Current Marketing

Kari Streiber, 214-632-9360

[kstreiber@talktocurrent.com](mailto:kstreiber@talktocurrent.com)

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