

November 18, 2025

CINEMARK®

Lights, Camera, Holiday Cheer! Cinemark Brings Family Favorites Back to the Big Screen Along with Festive Deals to Close Out the Year

Holiday Movie Clubhouse, sponsored by Universal Pictures' "Wicked: For Good," returns to Cinemark theaters beginning Nov. 29 for affordable and easy family traditions.

Universal Pictures' "Wicked: For Good" arrives in theaters November 21

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](https://www.cinemark.com), one of the largest and most influential theatrical exhibition companies in the world, is wrapping its theaters in holiday cheer with the return of Holiday Movie Clubhouse beginning Nov. 29, with tickets on sale now at more than 260 of its U.S. locations. Sponsored by Universal Pictures' *Wicked: For Good*, the epic conclusion to the global cinematic phenomenon (in theaters Nov. 21), the program brings back beloved holiday classics at a great price, making family traditions affordable and easy throughout the season. Cinemark is continuing the holiday festivity with glittering deals on gift cards and its ever-popular Movie Club subscription program - a perfect gift for the entertainment lover on anyone's gift list. For all details on holidays at Cinemark, visit [Cinemark.com/holiday](https://www.cinemark.com/holiday).

"Cinemark is delighted to add cinematic sparkle to the most festive time of year by providing shared and celebrated moviegoing experiences fit for every tradition," said Wanda Gierhart Fearing, Cinemark Chief Marketing and Content Officer. "Whether you want to revisit beloved classics through our Holiday Movie Clubhouse program or discover captivating adventures with highly anticipated new releases, our theaters offer an escape where memories are made, laughter is shared and the spirit of the season comes alive."

Let the Reels Ring!

From **Nov. 29 to Dec. 17**, families can enjoy timeless holiday hits like *A Christmas Story* (1983), *The Grinch* (2018) and *Elf* (2003) for just \$5 per ticket on Saturdays and Wednesdays as part of Holiday Movie Clubhouse. Whether it is the first time seeing these festive favorites or the hundredth, there's nothing quite like watching them on the big screen.

Of course, no movie moment is complete without snacks, and Cinemark is offering \$1 off snack packs and any size popcorn and drink combos during Holiday Movie Clubhouse showtimes. Tickets are on sale now at more than 260 locations nationwide and can be purchased at [Cinemark.com/hmc](https://www.cinemark.com/hmc) or on the Cinemark app.

In addition to these cheerful classics, moviegoers can gather with their yuletide crew to enjoy the many eagerly awaited new releases including *Wicked: For Good*, *Zootopia 2*, *Five Nights at Freddy's 2*, *Avatar: Fire and Ash*, *The Spongebob Movie: Search for Squarepants*, *The Housemaid* and more.

Movie Gifting Merriment

Cinemark is making holiday shopping a breeze with gift card deals that are sure to spread cheer. From **now through Dec. 31**, guests who purchase \$50 in gift cards will receive \$10 in bonus cards. Additional deals will be unwrapped for Black Friday and Cyber Monday.

For those looking to give a full year of cinematic joy, Cinemark's Movie Club gifting specials offer even more ways to save. From **now through Dec. 1**, guests can enjoy 20 percent off 12-month Movie Club gifts, making it the perfect present for any film lover. Savings will continue in December with multiple offerings, ideal for stocking stuffers or heartfelt surprises.

Collectible merchandise lovers can rejoice, as jolly-good bargains are coming to Cinemark on Black Friday and Cyber Monday. Check the website and Cinemark social channels for more information.

'Tis The Season for Joyful Jobs

The immersive, theatrical experience would not be possible without the many employees decking the halls. With perks such as free movies, employee discounts and flexible schedules, team members can unwrap fun and fulfillment as a Cinemark theater employee. To find open positions and apply, visit careers.cinemark.com.

The Cinemark Experience

Cinemark's commitment to delivering a preeminent out-of-home entertainment experience comes to fruition through continual investment in its theaters and customer journey.

- Fan-favorite Luxury Lounger recliners, with more than 70 percent of the domestic circuit reclined.
- Cinemark XD, the number one private-label premium large format in the world with nearly 300 auditoriums across the U.S. and Latin America, representing 12 percent of global box office in 2024 on 5 percent of screens.
- Largest footprint of D-BOX motion seats with more than 425 auditoriums, and 70 planned installations in the next 18 months.
- Everyone's favorite mouth-watering movie theater concessions with free refills on large drinks and XL popcorn, in addition to robust food and beverage offerings, with 80 percent of U.S. theaters offering restaurant-quality menu items and 60 percent offering beer, wine and alcohol. Guests can skip the line and order their cinema snacks ahead of time on the Cinemark app.
- Must-have movie merchandise in theaters as well as online at shop.cinemark.com.
- Superior sight and sound technology delivered by top-of-the-line multi-channel surround sound and Barco digital and laser projectors managed by an industry-leading technology team that delivers a 99.98 percent uptime across thousands of showtimes every day. This means moviegoers can count on Cinemark for a smooth, uninterrupted presentation.
- Guest service scores that consistently reach high satisfaction ratings of approximately 95 percent.
- Cinemark Movie Club, the industry-leading movie theater subscription program with 1.45 million members in addition to Movie Rewards free loyalty program with outstanding member rewards.
- Steeply discounted movie tickets at Cinemark theaters on Discount Tuesday, with Movie Rewards members saving even more.
- National partnerships with UberEats, Door Dash, Grubhub and 7NOW to satisfy those

movie theater concessions cravings at home.

For full details about the Cinemark moviegoing experience, visit [Cinemark.com](https://www.cinemark.com) or download the Cinemark app. Click [HERE](#) for general Cinemark images and b-roll.

About Universal Pictures' *Wicked: For Good*

Last year's global cinematic cultural sensation, which became the most successful Broadway film adaptation of all time, now reaches its epic, electrifying, emotional conclusion. Directed by Jon M. Chu, the final chapter of the untold story of the witches of Oz begins with Elphaba (Oscar® nominee Cynthia Erivo) and Glinda (Oscar® nominee Ariana Grande) estranged and living with the consequences of their choices. When a girl from Kansas comes crashing into their lives, they will need to come together one final time, and truly see each other, if they are to change themselves, and all of Oz, for good.

About Cinemark Holdings, Inc.

Cinemark Holdings, Inc. (NYSE: CNK) provides extraordinary out-of-home entertainment experiences as one of the largest and most influential theatrical exhibition companies in the world. Based in Plano, Texas, Cinemark makes every day cinematic for moviegoers across nearly 500 theaters and more than 5,500 screens, operating in 42 states in the U.S. (304 theaters; 4,249 screens) and 13 South and Central American countries (193 theaters; 1,395 screens). Cinemark offers guests superior sight and sound technology, including Barco laser projection and Cinemark XD, the world's No. 1 exhibitor-branded premium large format; industry-leading penetration of upscale amenities such as expanded food and beverage offerings, Luxury Lounger recliners and D-BOX motion seats; top-notch guest service; and award-winning loyalty programs such as Cinemark Movie Club. All of this creates an immersive environment for a shared, entertaining escape, underscoring that there is no place more cinematic than Cinemark. For more information, visit <https://ir.cinemark.com>.

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Source: Cinemark Holdings, Inc.