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Cinemark Shines the Spotlight on Everyone's Favorite Movie Snack for National Popcorn Day

Discounts and sweepstakes in honor of the holiday will make this cinematic snack even more savory for moviegoers

The company's recent nationwide expansion of third-party delivery capabilities with DoorDash, Grubhub and Uber Eats enables popcorn lovers to indulge in the buttery goodness both in the theater and at home

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](#), one of the largest and most influential theatrical exhibition companies in the world, is shining the spotlight on everyone's favorite movie snack on **Friday, Jan. 19** for National Popcorn Day. With delectable discounts, multiple chances for popcorn lovers to win heaps of the buttery goodness and the ability for everyone to enjoy the golden deliciousness both in and out of the theater, it is a day for snack aficionados to share in the joy a perfectly popped golden kernel can bring. More information on Cinemark's National Popcorn Day celebrations can be found at [Cinemark.com/popcornaday](#).

"Delicious buttery popcorn is one of the most quintessential components of the theatrical experience, and we are delighted to provide our guests with multiple ways to celebrate the beloved snack on National Popcorn Day," said David Haywood, Cinemark SVP Food & Beverage. "Not only can moviegoers partake in special discounts and sweepstakes surrounding the holiday while taking in a great film on our massive screens, but our recent expansion with third party delivery platforms will allow popcorn fans the chance to enjoy the delectable treat from their homes if they are unable to make it to the theater."

Cinematic Love Story

Iconic duos have graced the silver screen over and over throughout cinema's rich history, but the true love story that stands the test of time is that between moviegoers and popcorn. Throughout 2023 alone, Cinemark theaters served more than **5.5 billion ounces** of popcorn across the nation, enough to fill 65 Olympic-sized swimming pools.

To celebrate this most delicious holiday, all in-theater purchases of medium and large popcorns will be **\$2 off on Friday, Jan. 19** only. And with films such as *Mean Girls*, *Night Swim*, *The Book of Clarence*, *The Beekeeper* and *Soul*, moviegoers will want to be sure to snatch up that large bucket of goodness to share with family and friends while being immersed into these captivating stories.

Salty Sweeps

The only thing better than fresh movie theater popcorn is *free*, fresh movie theater popcorn, and moviegoers will delight in the many sweepstakes taking place for National Popcorn Day.

To ensure one has enough popcorn to enjoy alongside every great film coming to the big screen in 2024, Cinemark's Mobile Ordering Sweepstakes is the golden ticket. Between **now and Monday, Jan. 22**, all who place a mobile concessions order using the Cinemark website or app for in-theater consumption will be automatically entered to win free popcorn and Coke ® for an entire year. Cinemark Movie Rewards members will get extra butter on their popcorn with the member-only sweepstakes running **now through Monday, Jan. 22**, where one lucky winner will receive a \$500 Cinemark gift card and the opportunity to secure even more buckets of pure delight.

For those who want to share their enthusiasm for the snack across social media, Cinemark's official Instagram and X accounts (@Cinemark) will be giving away free large popcorns, only on Friday, Jan. 19.

Poppin' Around Town

Although there is nothing like savoring each fresh, warm kernel of popcorn while watching a movie in Cinemark's immersive auditoriums with larger-than-life screens and booming surround sound, everyone can partake in the famous snack's day of celebration this year, whether in the theater or at home. Cinemark is the first major movie theater chain to partner with the three largest delivery platforms, DoorDash, Grubhub and Uber Eats, to bring favorite cinema concessions direct to homes across the nation, including bingeworthy popcorn. Visit [Cinemark.com/food-drink/delivery](https://cinemark.com/food-drink/delivery) for a full list of participating locations.

For more information on Cinemark's concession offerings and to purchase tickets, visit [Cinemark.com](https://cinemark.com) or the Cinemark app.

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 more than 500 theaters and 5,500 screens, operating in 42 states in the U.S. (315 theaters; 4,370 screens) and 13 South and Central American countries (192 theaters; 1,395 screens). Cinemark offers guests superior sight and sound technology, including Cinionic 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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