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AMC Theatres® Partners With Evite to Launch New Value-Priced Birthday Party Experience

AMC's new birthday party program offers up to 25% savings when booking a private theatre rental event

The new birthday party program includes easy booking, enhanced food and beverage offerings and integrated digital invitations from Evite

LEAWOOD, Kan.--(BUSINESS WIRE)-- AMC Theatres® (NYSE: AMC) today announced the launch of an all-new birthday party booking experience, offering families and groups an enhanced movie theatre birthday celebration at a great value. With pricing that can provide savings of up to 25% when booking a private theatre rental event, the redesigned program combines a streamlined online booking process, new food and beverage options, and integrated digital invitations through a partnership with Evite.

Available beginning today at [AMC Birthday Parties](#), the upgraded birthday party platform leverages AMC's Private Theatre Rentals program and enables guests to easily plan and customize their celebration from start to finish. The refreshed experience will be available at approximately 300 AMC locations nationwide, with expanded showtime availability and new options designed specifically for birthday celebrations and group events. The program comes as movie-theatre birthday parties on Evite are attracting significantly larger groups, with AMC-hosted party attendance up nearly 25% year-over-year, according to data from Evite.

The refreshed birthday party program delivers a combination of value, convenience, and customization, including:

- **Up to 25% Savings on Birthday Party Bookings:** Guests can enjoy meaningful savings when booking a private theatre rental birthday party, creating an upgraded moviegoing celebration that delivers real value for party planners.
- **Streamlined Online Booking:** A redesigned digital journey allows guests to quickly browse availability, select showtimes, and complete reservations in one place.
- **Integrated Evite Partnership:** Through AMC's partnership with Evite, guests can create and send custom AMC-branded digital invitations and manage their guest list, all within a connected experience.
- **Enhanced Food & Beverage Options:** Guests can choose from new birthday-focused food and beverage packages designed for group celebrations, including shareable party packs with popcorn, drinks, hot dogs, and kid-friendly treats like Dippin' Dots.
- **Improved Communication and Planning Tools:** Guests benefit from clearer

confirmation details and marketing support throughout the planning process. With nearly 70% of Evite's movie-theatre events representing kid and teen birthdays—typically planned 25 days in advance for peak weekend slots—the integrated tools give parents a hassle-free, all-in-one planning solution.

“With savings of up to 25% on private theatre rentals, AMC is making birthday parties a great value for families and friends looking to celebrate on the big screen,” said Ellen Copaken, SVP Business Development. “Combined with our new booking platform, enhanced food and beverage offerings, and a strong lineup of family-friendly and action-adventure movies still to come in 2026, it's now easier than ever to plan a private and memorable movie theatre birthday party event.”

“We've seen a powerful trend toward larger group gatherings at the cinema,” said David Yeom, CEO of Evite. “Nearly 70% of theatre events hosted on Evite are kid and teen birthdays, and whether it's a milestone birthday or a fan watch party, people are craving those shared, face-to-face experiences. AMC is already the top-named theatre destination on our platform by a wide margin. Our goal is always to make party planning effortless, and by partnering with AMC, we are able to remove the friction for busy hosts—seamlessly bridging the gap between a digital invitation and a memorable night at the cinema.”

Together, these enhancements make AMC birthday parties easier to plan while delivering meaningful savings for party planners looking to celebrate with a big screen experience. From booking and invitations to food, beverages, and the movie itself, AMC now offers a more seamless birthday party celebration from start to finish.

Birthday Party Events pricing varies based on location, time of day, and day of the week, and can be booked one to six weeks in advance of an event, depending on theatrical release plans of specific titles.

The discount is based on the full-price adult ticket for a comparable showtime at maximum capacity and will vary by location.

To learn more or to book a birthday party, visit <https://www.amctheatres.com/birthday-parties>.

ABOUT AMC ENTERTAINMENT HOLDINGS, INC.

AMC is the largest movie exhibition company in the United States, the largest in Europe and the largest throughout the world with approximately 850 theatres and 9,600 screens across the globe. AMC has propelled innovation in the exhibition industry by: deploying its signature power-recliner seats; delivering enhanced food and beverage choices; generating greater guest engagement through its loyalty and subscription programs, website, and mobile apps; offering premium large format experiences and playing a wide variety of content including the latest Hollywood releases and independent programming. For more information, visit amctheatres.com.

ABOUT EVITE

Evite is America's go-to destination for all things party. Since launching in 1998, Evite has elevated the standard for the event planning industry while evolving from an invitation

company to a fully integrated ecosystem of customizable invitation and greeting card designs, RSVP tracking, event reminders, guest messaging and contact management. Evite brings together people to make celebrating face-to-face effortless and more memorable. To date, the company has sent nearly three billion invitations. Visit www.evite.com or download the app to start planning and get inspired.

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Media Contact

Cassie Kennard, (913) 804-5419

canichols@amctheatres.com

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