

January 22, 2026

**CINEMARK®**

# Countdown to Cinema's Biggest Night with Cinemark's Oscars® Movie Week Festival

*Movie lovers can experience the year's most celebrated films on the big screen with festival passes, individual tickets and exclusive perks including specialty merchandise.*

*This year's event is presented by Focus Features' highly anticipated romantic drama "Sense and Sensibility," arriving in theaters on September 11.*

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](#), one of the largest and most influential theatrical exhibition companies in the world, invites movie lovers nationwide to immerse themselves in Hollywood's finest storytelling during its annual Oscars® Movie Week festival. From **Monday, March 9 through Sunday, March 15**, audiences can enjoy participating titles across Best Picture, Live Action Short Film and Animated Short Film categories in the immersive environment of a Cinemark auditorium. Presented by Focus Features' fall release *Sense and Sensibility*, this year's program offers two ways to join the celebration: an all-inclusive festival pass granting access to every participating nominee or single showtime tickets. More than 130 Cinemark theaters will host the weeklong event ahead of the 98th Oscars®, airing March 15 on ABC and streaming live on Hulu. Festival passes are available now at [Cinemark.com/movieweek](#), with individual tickets on sale starting January 28.

"Oscars® Movie Week is all about honoring the artistry of film and giving cinephiles the chance to experience these acclaimed titles in the unparalleled movie theater environment," said Wanda Gierhart Fearing, Cinemark Chief Marketing and Content Officer. "We're excited to bring back this beloved tradition where audiences can watch these powerful stories unfold from our Cinemark auditoriums, while also enjoying new curated beverage and merchandise offerings for an awards-worthy experience."

In addition to the festival pass, which is on sale now for \$40, individual tickets will go on sale for each title beginning Wednesday, Jan. 28. Tickets for the feature-length Best Picture nominees are available at standard pricing, with showtimes beginning on Monday, March 9. All Live Action Short Film and Animated Short Film nominees are bundled into one \$10 viewing, available Friday, March 13 through Sunday, March 15.

## Shimmering Perks

Moviegoers love collecting themed merchandise to remember their favorite movie moments by, and now Oscars® enthusiasts will be able to take home their own golden trophies. For the first time ever, select Cinemark locations will offer official Oscars® merchandise from the [Academy Museum Store](#), including an Oscar® statuette magnet, an Oscars® logo pocket film notes journal designed for film enthusiasts and inspired by the prestigious journals gifted to Academy members, an Oscar® statuette key clip and theory11 x Oscars® playing cards to match the highest honor in filmmaking.

Adding to the excitement, select locations will debut a cocktail crafted specifically for this program for everyone who wants to toast their favorite nominees.

Continuing a fan-favorite program feature, Oscars® Movie Week festival pass holders can get 50 percent off any size popcorn at participating Cinemark theaters during the run of the program.

For more details on Oscars® Movie Week, including participating theaters, showtimes and how to purchase tickets, visit [Cinemark.com/movieweek](https://cinemark.com/movieweek).

## **Moviegoing Enthusiasm**

Audiences continue to show strong enthusiasm for the shared, immersive experience that only movie theaters can deliver. According to [National Research Group data](#), 77% of Americans ages 12–74 went to the movies in 2025, with younger audiences demonstrating particularly high engagement, which is a positive indicator for the long-term strength of theatrical exhibition. At Cinemark, the number of guests seeing six or more movies per year surpassed 2019 levels for the first time since the pandemic. Additionally, 2025 marked the first year since 2019 in which more than half of Cinemark’s moviegoers also visited during the prior year, reflecting a growing return to consistent, habitual moviegoing.

## **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](https://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://cinemark.com) or download the Cinemark app. Click [HERE](#) for general Cinemark images and b-roll.

### **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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