

January 2, 2025



Cinemark Celebrates its First “Bring Your Own Bucket” Day for National Popcorn Day on Jan. 19

In addition to its \$5 BYOBucket promotion, Cinemark is honoring the cinematic snack with \$5 XL popcorn in theaters, social sweepstakes and discounts on gift cards

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](https://www.cinemark.com) (NYSE: CNK), one of the largest and most influential theatrical exhibition companies in the world, invites popcorn lovers everywhere to grab their favorite bucket and head to their local Cinemark theater to celebrate the chain's first-ever “Bring Your Own Bucket” day in honor of National Popcorn Day on **Sunday, Jan. 19**. In addition to enjoying heaps of the buttery goodness while showing off their favorite vessels, popcorn lovers can celebrate the annual holiday with \$5 XL popcorn at all Cinemark theaters, a social sweepstakes and a special discount on gift cards, providing endless opportunities to enjoy that binge-worthy popcorn. More information on Cinemark's National Popcorn Day celebrations can be found at [Cinemark.com/popcornaday](https://www.cinemark.com/popcornaday).

“National Popcorn Day is one of the best days of the year at Cinemark, and for popcorn lovers everywhere. We are thrilled to mark this year's celebration with our first ever ‘Bring Your Own Bucket’ event, in addition to limited time sweepstakes and promotions,” said David Haywood, Cinemark SVP Food & Beverage. “Popcorn has always been the star of movie theater concessions, though popcorn vessels have become an award-worthy supporting actor. We are excited for everyone to get creative with this campaign and show off their choice of container while enjoying the iconic snack alongside a great film.”

BYOBucket

Whether it's an iconic film-specific collectible bucket, the favorite snack bowl that has been passed down from generation to generation, or a creative DIY art project, Cinemark invites all popcorn lovers to bring the containers to their local theater to receive a \$5 fill up of warm, binge-worthy popcorn, only on **Sunday, Jan. 19**. Everyone is invited to participate, no movie ticket required. As long as the container is clean and does not exceed 400 ounces, Cinemark will fill it to the brim with crisp, freshly popped kernels. Even those without a from-home container can get in on the fun with \$5 XL popcorn at all Cinemark locations on National Popcorn Day.

For those still in need of a cinematic container worthy of the celebration, shop.cinemark.com has eye-catching buckets from some of the recent big releases. And, everyone is encouraged to show off their buckets of choice by tagging @Cinemark on social channels.

Once everyone's favorite buckets are poppin' with the salty snack, guests can sit back and relax in comfortable seats while enjoying several captivating films on the larger-than-life screens, including *Wolf Man*, *Mufasa: The Lion King*, *Sonic the Hedgehog 3*, *Nosferatu* and

more.

Golden Sweeps and Promotions

Cinemark is making sure that celebration of the iconic cinematic snack goes beyond buckets. On Jan. 19 only, all who follow Cinemark's official Instagram account (@Cinemark) and tag three friends in the comments of the National Popcorn Day sweepstakes post will be entered to win a free large popcorn. The exhibitor will also be buttering up movie lovers with 10 percent off all online gift card orders. With so many great films coming to theaters in 2025, including *Captain America: Brave New World* (Feb. 14), *Mission Impossible: Final Reckoning* (May 23), *Karate Kid: Legends* (June 30), *Ballerina* (June 6), *Jurassic World: Rebirth* (July 2), *Superman* (July 11), and so much more, Cinemark's special discounts on gift cards for National Popcorn Day will ensure cinephiles can splurge on every part of the moviegoing experience, including concessions.

More Cinematic at Cinemark

Alongside the sight and sound technology that cannot be replicated at home, Cinemark gives moviegoers the star treatment with its fan-favorite loyalty program, convenient concessions ordering and online merchandise store. [Cinemark Movie Rewards](#) awards movie lovers with one point for every dollar spent at a Cinemark theater, and fans can level up to [Cinemark Movie Club](#), a monthly membership program with star-studded benefits such as a monthly movie credit with no rollover and no expiration, a 20 percent discount on concessions and more. Snacking has never been easier at Cinemark, with advanced mobile ordering for easy pick up within the theater and [third-party delivery](#) partnerships with DoorDash, Grubhub and Uber Eats, to ensure customers can enjoy their favorite movie theater concessions whenever and wherever the craving hits. And, [shopcinemark.com](#) makes it simple for super fans to purchase great movie merchandise at any time.

For full details about the Cinemark moviegoing experience, visit [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. (306 theaters; 4,282 screens) and 13 South and Central American countries (193 theaters; 1,398 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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Media:

Julia McCartha

pr@cinemark.com

Investors:

Chanda Brashears

investors@cinemark.com

Source: Cinemark Holdings, Inc.