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Boys & Girls Clubs of the Emerald Coast Kids Ready to Board the Regal Summer Movie Express

Regal Entertainment Group Gives Club Members an Opportunity to Beat Summer Brain Drain by Combining Movie Fun with Summer Learning

Fort Walton Beach (July 28, 2016) – As part of Regal Entertainment Group’s Summer Movie Express, Regal is treating the Boys & Girls Clubs of the Emerald Coast youth to enjoy blockbuster hits while also engaging their brains. Through a partnership with Boys & Girls Clubs of America, Regal Entertainment Group is providing the Club with a grant to help cover expenses like transportation and snacks for Club members.

All young people experience learning losses when they do not engage in educational activities during the summer, according to the National Summer Learning Association. Boys & Girls Clubs of the Emerald Coast received one of 80 grants that will be awarded this summer by Regal Entertainment Group to help local kids experience summer fun with a learning purpose.

As part of the initiative, The Regal Sun Plaza located on Mary Esther Cut Off in Fort Walton Beach will offer Club members \$1 admission to a predetermined G or PG rated movie, which may include such anticipated summer films as Iron Giant and Alvin & the Chipmunks.

Through their participation in the Regal *Summer Movie Express* program, Boys & Girls Clubs of the Emerald Coast will also implement at least two learning encounters that incorporate the Regal experience. The Club will select from such activities as establishing a book club to read a movie themed book, adapting their own screen play based on the movie to visiting local landmarks after viewing to a film.

“Regal Entertainment Group is proud to partner with local Boys & Girls Clubs through these grants to cover their costs such as transportation and snacks,” said Ken Thewes Chief Marketing Officer for Regal Entertainment Group. “Regal believes that this summertime series for kids helps to instill a love of movie-going and inspires the imagination of the next generation.”

“This is a great opportunity for our Boys & Girls Club members, and they couldn’t be more excited about being selected for Regal Entertainment Group’s *Summer Movie Express*,” said Rita Cummins, Vice President of Operations at the Boys & Girls Clubs of the Emerald Coast. “Our Club is extremely active during the summer season, so we’re always grateful for opportunities that combine fun with engaging learning activities that help our young people stimulate their minds during the summer break.”

The Club members have had a great time at the movies this summer. “Some of the kids don’t get to go to the movies so often, and they have really enjoyed seeing the movies and getting their own snackpack. I love seeing the Club kids having such a great time”, said Lindsey Rogers, Membership Coordinator at the Fort Walton Beach Youth Center.

BOYS & GIRLS CLUB OF THE EMERALD COAST has played an integral role in the Northwest Florida community for nearly 50 years, providing daily programs and services to more than 2,150 young people each year. The Club is open Monday – Friday until 6:00pm, and all day when school is out, with programs that emphasize education and career enhancement, character and leadership development, health and life skills, the arts, sports, fitness and recreation.

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About Regal Entertainment Group

Regal Entertainment Group (NYSE: RGC) operates one of the largest and most geographically diverse theatre circuits in the United States, consisting of 7,329 screens in 567 theatres in 42 states along with Guam, Saipan, American Samoa and the District of Columbia as of March 31, 2016. The Company operates theatres in 46 of the top 50 U.S. designated market areas. We believe that the size, reach and quality of the Company's theatre circuit not only provide its patrons with a convenient and enjoyable movie-going experience, but is also an exceptional platform to realize economies of scale in theatre operations.

Additional information is available on the Company's website at www.REGmovies.com.

About Boys & Girls Clubs of America

For more than 150 years, Boys & Girls Clubs of America (GreatFutures.org) has enabled young people most in need to achieve great futures as productive, caring, responsible citizens. Today, more than 4,100 Clubs serve nearly four million young people annually through Club membership and community outreach. Clubs are located in cities, towns, public housing and on Native lands throughout the country, and serve military families in BGCA-affiliated Youth Centers on U.S. military installations worldwide. They provide a safe place, caring adult mentors, fun, friendship, and high-impact youth development programs on a daily basis during critical non-school hours. Priority programs emphasize academic success, good character and citizenship, and healthy lifestyles. In a Harris Survey of alumni, 54 percent said the Club saved their lives. National headquarters are located in Atlanta. Learn more at [Facebook](#) and [Twitter](#).

About Boys & Girls Clubs of the Emerald Coast

Mission: To enable all young people, especially those that need us most, to reach their full potential as productive, caring and responsible citizens.

Vision: Improving lives of all Emerald Coast youth as the premier youth development organization.

The Boys & Girls Clubs of the Emerald Coast serves youth ages 5 to 18 by providing guidance-oriented character development programs conducted by trained, youth development professionals. Boys & Girls Clubs of the Emerald Coast encompasses 9 Clubs and serves over 2,150 youth across Escambia, Okaloosa, and Walton counties. For more information call 850-862-1616 and visit us online at www.emeraldcoastbgc.org