



FOR IMMEDIATE RELEASE

CLASSIC CINEMAS REACHES MILESTONE WITH 100TH SCREEN

York Theatre In Elmhurst Adds 10th Screen

This past July, construction began at Classic Cinemas York Theatre, **located at 150 N. York St. in downtown Elmhurst**, where a 10th auditorium was recently added – bringing the total number of Classic Cinemas screens to 100. This is a milestone for the theatre chain, who operates 13 theatres in 12 communities throughout the northern Illinois area. To mark the unveiling of the 10th screen, a Big Ticket Tear Ceremony took place on November 16th conducted by Willis, Shirley and Chris Johnson, owners of Classic Cinemas, and Elmhurst Mayor Peter DiCianni.

“When we acquired the York Theatre in 1982, it was a single screen,” says Willis Johnson, president of Classic Cinemas. Built in 1924, the York Theatre in Elmhurst is Classic Cinemas’ second oldest theatre. Johnson adds, “For the past five years, adding a 10th screen has been on my mind.” With nine screens, the York found it challenging to play all the product that comes out of Hollywood in a timely fashion. “An additional screen will give us the opportunity to offer our patrons more movie choices,” explains Johnson.

The York is an anchor for the downtown Elmhurst business district, and attendance continues to grow at the theatre. “We draw from Elmhurst and the surrounding communities as well,” says Mark Mazrimas, marketing manager for Classic Cinemas.

The new auditorium features the latest Digital 3D equipment and offers stadium seating for 180 patrons plus six additional for handicapped patrons and rocker seats in the first two rows. The 10th screen opened just in time for the mid-November pre-holiday movie release cycle.

Classic Cinemas, based in Downers Grove, Illinois is a family-owned company operated by Willis, Shirley and Chris Johnson. Established in 1978, Classic Cinemas operates 13 theatres and soon will offer 100 screens in northern Illinois area. For more information on Classic Cinemas, please visit www.classiccinemas.com