



FOR IMMEDIATE RELEASE

Classic Rewards Gains Popularity Among Movie-Goers

Membership Numbers and Reward Points Steadily Increase

In the beginning of this year, Classic Cinemas rolled out its Classic Rewards program at all 13 theatre locations. And today, this free customer loyalty program continues to gain popularity among movie-goers. Patrons are earning points on their Classic Rewards card as they purchase movie tickets, concessions and gift cards. Points can then be used to get FREE concessions and movie tickets without restrictions. **Almost 44,000,000 points have been accumulated within the program!**

Around 59,000 people throughout the Chicago suburbs and Northern Illinois area have signed up for Classic Rewards. Customers who wish to join in on the perks and savings can sign up through Classic Cinemas [website](#). Those who enter the program will be issued a temporary ID, which they must bring to the box office of their Classic Cinemas theatre of choice to activate a permanent card. As a “thank you” for signing up, patrons will automatically receive 500 points once the card is activated. Classic Rewards point balances can be accessed online by clicking [here](#) or at any Classic Cinemas location.

As an added bonus, members will receive e-mails with special offers, coupons, discounts and weekly schedules of movie showtimes for their favorite Classic Cinemas theatre.

Classic Cinemas Theatre Locations:

Charlestowne 18 Theatre – 3740 East Main Street in St. Charles

Cinema 12 Theatre – 100 Besinger Drive in Carpentersville

Elk Grove Theatre – 1050 Arlington Heights Road in Elk Grove Village

Fox Lake Theatre – 115 Town Centre Lane in Fox Lake

Lake Theatre – 1022 Lake Street in Oak Park

Lindo Theatre – 115 South Chicago Avenue in Freeport

Meadowview Theatre – 55 Meadowview Center in Kankakee

North Riverside Mall Theatre – 7501 West Cermak Road in North Riverside

Ogden 6 Theatre – 1227 East Ogden Avenue in Naperville

Paramount Theatre – 213 North Schuyler Avenue in Kankakee

Tivoli Theatre – 5021 Highland Avenue in Downers Grove

Woodstock Theatre – 209 Main Street in Woodstock

York Theatre – 150 North York St. in Elmhurst

About Classic Cinemas

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 will soon offer 100 screens in the northern Illinois area. For more information on Classic Cinemas, please visit www.classiccinemas.com.

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