

## **VILLAGE CINEMAS SET TO LAUNCH AUSTRALIA'S THIRD CINEMA DEDICATED TO KIDS**

**MEDIA ALERT**

**Wednesday 20 September 2017**

Village Cinemas is set to open its doors to another Vjunior children's cinema in late September 2017 at Village Cinemas Knox, following on from the success of Australia's first cinema for at Southland and Fountain Gate,

Hosted by Vjunior ambassador and Kids' WB host **Lauren Phillips**, special guests will be the first to experience the brand new Vjunior cinema at Knox, along with a screening of the highly anticipated family film, **Captain Underpants: The First Epic Movie**.

Vjunior is Melbourne's greatest child-friendly entertainment destination. Targeted at 3–10 year olds and designed with children in mind, Vjunior includes an interactive play area in the foyer, a slide in the cinema and a range of seating options, from custom-fit bean bag seats and lounges for the kids, to more traditional seating for parents.

Vjunior is the complete child-friendly cinema with modified volumes and lighting levels, a shorter pre-show, and an intermission allowing for additional socialising, snack and bathroom breaks.

For more information please visit: <http://villagecinemas.com.au/vjunior>

### **EVENT DETAILS**

**WHAT:** Vjunior at Village Cinemas Knox

**LOCATION:** Village Cinemas Knox,  
425 Burwood Hwy, Wantirna South  
3152

**DATE** Thursday, September 21, 2017

**TIME:** Pre-show activities to commence at 5:00pm

### **VISION OPPORTUNITIES**

- Vjunior Ambassador, Lauren Phillips interacting with children and the cinema
- Children enjoying the Vjunior cinema offering, including the giant slide, interactive dance floor and fun seating options
- Children playing in the Hot Wheels lobby play area
- Lauren Phillips interview opportunities & vision with children

- VIP guests include:
  - Alicia Gardiner
  - Andy Murphy
  - Joey and Jane Scandizzo
  - Prue Chillcott
  - Franki Mazzeo
  - Jesus Loyola
- Interview opportunities with Nic Robin – Marketing Manager, Village Cinemas Australia

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