

MEDIA RELEASE

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Australia's First Concept Only Cinema Now Open!

Village Cinemas has today opened their first concept only cinema. The first cinema of its kind in Australia will see only experience-based movie theatres on offer.

Without the presence of traditional theatres, the cinemas that will be introduced will boast a full selection of Village concept cinemas including; Vjunior, Vpremium, Vmax and Gold Class.

The cinema will launch in conjunction with the Westfield Plenty Valley dining and entertainment destination, as part of an \$80 million redevelopment.



Kirk Edwards, CEO Village Entertainment says the decision to develop a high-concept cinema offering is driven by the Village Cinemas purpose of making movies mean more for every guest.

"As a brand, we really cherish the offering we're able to provide to our customers and are continuously looking at ways in which we can expand and develop this offering. We believe in thoughtful experiences to enjoy with family and friends and this new *World of Movie Experiences* at Plenty Valley is a representation of that." Mr. Edwards said.

Guests of the cinema can expect to enjoy a luxury experience through Gold Class; have fun with the kids at Vjunior; impress a date with Vpremium or watch the latest blockbuster with a big impact at Vmax.

Alongside the enriched cinema experiences, guests will also be introduced to the new, innovative food and beverage option, **Bucket Boss** – where they can

select from a range of delicious toppings dropped over a pile of crunchy potato gems. This is exclusive to Village Cinemas Plenty Valley.





Village Cinemas Plenty Valley held a special invite-only launch event last night, with guests including-

- Brent and Shayne Harvey
- Lorinska Merrington
- The Real Dads of Melbounre, Jarrad and Michael Duggan- Tierney
- Summer Kane
- Jordan Simek
- Thomas Davenport
- Hannah and Sharon Orval
- Brodie and Sarita Holland
- Amelia Webb
- I Eat Melbourne, Rob McKay

Sessions are open to the public from today.

Available session times can be viewed at: villagecinemas.com.au/cinemas/plenty-valley

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