



**BOYS & GIRLS CLUBS
OF REDLANDS**

Serving the Communities of Loma Linda, Mentone,
Redlands & San Bernardino

PRESS RELEASE

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BOYS & GIRLS CLUBS OF REDLANDS FLIPS OVER FLICKS THIS SUMMER!
*Regal Entertainment Group Gives Club Members an Opportunity
to Go to the Movies for Free*

June 2010 – Summer's just around the corner and soon parents and caregivers will be looking for ways to keep kids active, engaged and entertained. Thanks to a partnership with Regal Entertainment Group, Club members of Boys & Girls Clubs of Redlands – serving the communities of Loma Linda, Mentone, Redlands and San Bernardino – will enjoy free admission to the movies this summer through the *Free Family Film Festival*. Regal Entertainment Group is also providing the Club with a stipend to help cover staff expenses and transportation.

“Our Boys & Girls Club members are going to be thrilled,” said Mark Davis, Director of Program Services of Boys & Girls Club of Redlands. “The number of youth we serve often doubles in the summer months; therefore we’re always grateful for opportunities like Regal Entertainment Group’s *Free Family Film Festival* that offers fun and engaging activities for our young people. Most importantly, we can leverage this experience to stretch their imagination, while opening doors to a world of exploration and excitement.”

Boys & Girls Club of Redlands shares the joy at Regal Jurupa Stadium 14 located at 8032 Limonite Avenue in Riverside, where local members share summer fun at the movies.

“Regal Entertainment Group is extremely proud of our relationship with Boys & Girls Clubs of America and we are pleased to continue offering resources for local Clubs to take their members to free movies at our theatres,” said Dick Westerling, senior vice president marketing and advertising for Regal Entertainment Group. “Since 2004, our theatres across the country have worked closely with local Boys & Girls Clubs to coordinate and customize this experience for each community.”

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Boys & Girls Clubs have played an integral role in the communities of Loma Linda, Mentone, Redlands and San Bernardino for over 40 years, providing daily programs and services to hundreds of high-risk young people. The Clubs are open Monday through Friday with programs that emphasize education and career enhancement, character and leadership development, health and life skills, the arts, sports, fitness and recreation.

About Regal Entertainment Group

Regal Entertainment Group (NYSE: RGC) is the largest motion picture exhibitor in the world. Regal's theatre circuit, comprising Regal Cinemas, United Artists Theatres and Edwards Theatres, operates 6,739 screens in 545 locations in 38 states and the District of Columbia. Regal operates theatres in 43 of the top 50 U.S. designated market areas. We believe that the size, reach and quality of Regal'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.

About Boys & Girls Clubs of Redlands

Boys & Girls Clubs of Redlands (www.bgcr.org) is an affiliate of Boys & Girls Clubs of America. Known as "The Positive Place for Kids," the Clubs provide guidance-oriented character development programs on a daily basis for children 6-17 years old, conducted by a full-time professional staff. Key Boys & Girls Club programs emphasize character and leadership development, education and career development, health and life skills, the arts, sports, fitness and recreation. The Club operates locations in the communities of Loma Linda, Mentone, Redlands, and San Bernardino.

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