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Periscope

MOVIES Yo, Mom! Get Reel.

The only thing worse than sitting in a movie next to a mom with a baby is sitting in a movie consisting entirely of moms with babies, right? Actually, no. At least not at ReelMoms, a film series that lets parents bring their babies to a Tuesday matinee. The brainchild of a new-father Loews Cineplex exec, the idea is to give moms—and dads, reminds participant Michael Zorek—an opportunity to get out, tykes in tow. Parents pay for the matinee, but they get a pre-show baby activity (think caricature artists and musicians), a giveaway bag and a first-run movie. The program, a

partnership with urbanbaby.com, played to sold-out audiences in New York last year and will be taken to 25 more cities by the year-end. "Honestly, I couldn't care less about the movie," says Kristy Lynch, cradling 11-month-old Maggie. "It's just nice for us to get out." As moms trickle into the theater, aisle seats go first—they have the best access for midmovie diaper changes. All other details are attended to by the theater: strollers are valet-parked in the lobby, the movie's sound is turned down slightly and

the theater lights are set somewhat brighter for caregiving. "It's wonderful," says Melissa Colten, who breast-fed 11-month-old Sophie during "Alex and Emma." "There are no New York glares or growls." Ticket: \$10. Popcorn: \$5. A movie where no one's fazed by your baby's cries, says Colten: "Priceless."

—ELISE CHRISTENSON



B.Y.O.B.: Bring your own baby to these movies