

Loews Cineplex Kicks off Centennial Early

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Gearing up for its 100th anniversary next year, Loews Cineplex Entertainment last week launched a Reel Memories contest asking patrons to share their favorite moments experienced in its theaters.

The grand-prize winner receives a life-long movie pass and five runner-ups score year-long passes for two. New York City-based Loews is asking moviegoers to submit anecdotes of their favorite Loews' memories, photographs and memorabilia.

Entries will be taken in theaters and at www.enjoytheshow.com through Oct. 2 and the winners will be announced on Dec. 12.

Separately, Loews is offering a discounted film series for kids this summer. On weekends through Aug. 7, at theaters in 12 markets, kids get in for \$2 or for \$3.99, they receive tickets, and a small popcorn and soda. Featured films are *Cats & Dogs*, *Scooby Doo*, *Jonah: A Veggie Tale* and *Shrek*.

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