



amherstcinema

amherst cinema arts center, inc.
28 amity street • amherst, ma 01002
www.amherstcinema.org • Tel. 413.253.2547

March 12, 2020 – FOR IMMEDIATE RELEASE

Contact: George Myers, General Manager (413) 253-2547 x 4 manager@amherstcinema.org

Amherst Cinema Closing through Thursday, April 16, 2020

While there are no known cases of COVID-19 at Amherst Cinema or in our region, out of caution and with particular concern for at-risk groups, Amherst Cinema will be closing from Friday, March 13 through Thursday, April 16 with a reopening date of Friday, April 17. All scheduled programming during that time is canceled.

This decision has been reached after much deliberation and in acknowledgement of Amherst Cinema's role as a regional destination. Amherst Cinema, which draws customers from a 25-mile radius and beyond, is a community gathering place with regular high-volume foot traffic. Despite having recently implemented increased sanitation, reduced seating capacity, and other precautionary measures, the Cinema believes the best course of action at this time is a temporary closure. By voluntarily closing through mid-April, Amherst Cinema is prioritizing the health and safety of customers, staff, and the community at large, including vulnerable populations.

During this temporary closure, Amherst Cinema employees will continue to receive full pay and benefits. Amherst Cinema will still be accepting Memberships and financial donations. Public support is especially appreciated during this time and will help the Cinema to reopen with minimal disruption as soon as it is acceptable to do so.

Amherst Cinema appreciates the public's patience and understanding during this time. The Cinema looks forward to resuming business and welcoming customers back to the theater upon reopening. In the meantime, visit Amherst Cinema's website for updates regarding rescheduled special events: amherstcinema.org.

About Amherst Cinema

Amherst Cinema is an independent, nonprofit arts and education center brimming with world-class programs. The comfortable, fully accessible theater offers state-of-the-art projection and sound and is a welcoming crossroads for all. Amherst Cinema presents over 250 programs a year on four screens in more than 35 languages. The Cinema's innovative education program for schoolchildren, [See-Hear-Feel-Film](#), uses the immense power of cinema to teach young learners how to write their own stories. For more information, visit amherstcinema.org.

###