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Contact: Yasmin Chin Eisenhauer, Executive Director, (413) 253-2547 x6 yeisenhauer@amherstcinema.org

Amherst Cinema announces major next step in phased reopening
Expanded theater capacity welcomes more people back to the big screen

[Amherst, MASS.] On July 2, Amherst Cinema will take a major next step in its phased reopening plan, expanding theater capacity to welcome more people back to the big screen.

“For more than nine months, we’ve operated at single-digit audience capacities. As the nation and state reopen, we are moving forward, too, with great optimism, continued commitment to safety, and an exciting summer lineup,” said Executive Director Yasmin Chin Eisenhauer.

Encouraged by the Commonwealth’s progress in combating COVID-19 and with restrictions lifted on movie houses, the Cinema will expand its capacity up to 50%. The Cinema will continue to monitor and adhere to public health guidelines and adjust safety measures as needed. Improved air filtration systems and increased attention to cleanliness remain in place.

On July 2, audiences can expect a reopened box office for walk-up sales; a full concessions menu including beer and wine offerings; and comfortable new seating. Face masks will be voluntary for fully vaccinated guests and required for all others, in accordance with CDC guidance. All guests may remove their masks while eating or drinking in their theater seat.

To accommodate varying comfort levels within our community and delivering on our mission to serve as a cultural and educational resource for all, Eisenhauer said the Cinema will offer Masked Mornings on Saturday and Sundays. During these first screenings of the day, face coverings will be required for all guests, audience capacity will be capped at 25%, and no concessions will be sold. Additionally, for those not yet ready to return for an in-person experience, the Cinema’s artfully-curated Virtual Cinema platform remains an option.

The Cinema’s summer line-up promises an exciting mix of first-run features, including Questlove’s Sundance-winning music doc SUMMER OF SOUL (opening July 2), Anthony Bourdain doc ROADRUNNER (opening July 16), and fantastical adventure THE GREEN KNIGHT (opening July 30), starring Dev Patel.

Two beloved series also make a return. Big Screen Classics will include cinematic treasures best enjoyed on a towering theater screen: THE BIG LEBOWSKI, DO THE RIGHT THING, 2001: A SPACE ODYSSEY, and JAWS. The Cinema’s Sound and Vision series features lyrical documentaries and narratives from across the globe. July’s selections are JAZZ ON A SUMMERS DAY, SISTERS WITH TRANSISTORS, and FIDDLIN’. Both series continue through August with more titles to be announced soon.

“There is nothing like being in a dark theater, experiencing a film together on the big screen, and our return promises something for everyone,” Eisenhauer said. “As we approach this critical milestone, the impact of those who have supported the Cinema during this challenging past year is not lost on us. We want thank our moviegoers, Members and others for the many ways they have shown up. We can’t wait to welcome everyone back.”

Tickets are available online at noon on June 29 and at the Box Office beginning July 2. For more info, visit: www.AmherstCinema.org.

[Click here to learn more about the Big Screen Classics series.](#)

[Click here to learn more about the Sound and Vision series.](#)

[Click here for Amherst Cinema's full health and safety precautions.](#)

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 www.amherstcinema.org.

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