

NEWS RELEASE

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For Immediate Release

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CLIMB ABOARD THE REGAL SUMMER MOVIE EXPRESS PROGRAM SPONSORED BY VARIETY -THE CHILDREN'S CHARITY OF THE DESERT.

Palm Desert, CA May 20, 2016 – Variety -the Children's Charity of the Desert has made a \$3,000 Feature Presentation Sponsor donation to Regal Cinemas Summer Movie Express. Variety is proud to be associated with one of the few programs in the country which affords families and young children a discounted opportunity to enjoy movies on the big screen during summer. A portion of proceeds from each Summer Movie Express ticket is donated to the Will Rogers Institute to fund its mission in the areas of medical research and health education.

This summer (every Tuesday and Wednesday beginning June 14th and ending August 10th, 2016), Variety -the Children's Charity of the Desert invites moviegoers of all ages to climb aboard the Regal Summer Movie Express to enjoy a great selection of films at the Regal Rancho Mirage 16 & IMAX. During this 9-week program selected G or PG rated movies for only \$1 admission on Tuesday and Wednesday mornings at 10:00 am.

John Sass, General Manager-Regal Rancho Mirage 16 is set to arrange a day for Variety to have a special event in the theatre's lobby. The schedule for the 9-week program is as follows:

June 14 & 15: *The Lego Movie*

June 21 & 22: *Goosebumps* | IMAX: *The Iron Giant: Signature Edition*

June 28 & 29: *Pan* | IMAX: *The Smurfs 2*

July 5 & 6: *Despicable Me 2* | IMAX: *Home*

July 12 & 13: *Minions* | IMAX: *The Peanuts Movie*

July 19 & 20: *Alvin & the Chipmunks: The Road Chip* | IMAX: *Curious George*

July 26 & 27: *The Book of Life* | IMAX: *Hotel Transylvania 2*

August 3 & 4: *Cloudy with a Chance of Meatballs 2* | IMAX: *Shaun the Sheep*

August 9 & 10: *The Croods* | IMAX: *Dr. Seuss' The Lorax*

The Regal Cinemas Rancho Mirage Stadium 16 & IMAX is located in the Monterey Marketplace on 72-777 Dinah Shore Drive in Rancho Mirage. Phone: 760-770-1615

ABOUT VARIETY OF THE DESERT: Variety the Children's Charity of the Desert is a 501 (c) 3 organization which is dedicated to promoting and protecting the health and well-being of underprivileged and special needs children in the Coachella Valley. All programs and funds benefit local children and families. Variety the Children's Charity has been known for its international influence since its creation in 1928.

Since 1987, Variety has donated over forty 12-passenger Ford vans to Angel View, Boys & Girls Clubs and Family YMCA of the Desert. The vans provide transportation for disadvantaged children to and from school and sports programs and for children undergoing cancer treatment at Loma Linda University Medical Center. Over 5,000 bikes have been presented to Coachella Valley children, including specially adapted mobility bikes for kids with mental and physical disabilities.

Variety the Children's Charity of the Desert – Tent 66 | 74-040 Hwy 111, Suite L-231 Palm Desert, CA 92260. For more information about Variety programs or events, please call 760-773-9800 or visit their website at <http://www.varietyofthedesert.org>