

24-hour viewing on the silver screen

Ster-Kinekor has confirmed that its six cinemas at Carnival City in Johannesburg will start screening an additional three movies every weekend, from Friday 11 December 2009, bringing these cinemas up to a programme of 24-hour viewing.

Ster-Kinekor group marketing executive, Michael Bender, says, "It's about innovation and giving our customers what they want. Carnival City is abuzz with weekend fun-seekers looking for a variety of entertainment options and our research gives the 24-hour movie service a big thumbs-up with this audience."

To help keep the late night owls bright-eyed, Ster-Kinekor is also introducing a special 'midnight delight' catering offer of a Chaywa Coffee and muffins, in addition to the usual fare.

"If the offer works as well as we expect, we will certainly consider rolling it out to other relevant venues around the country," concludes Bender.

More at Ster-Kinekor

Cinemark has announced that of the 1.4 million people who visited SA's top 10 cinema complexes in the country during 2009, 72% of these were watching the big screen at a Ster-Kinekor complex.

Seven of the top 10 screens in SA belong to them, with the leading complexes being Gateway Cineplex (2), Cape Gate, Cavendish Cineplex, Musgrave, Parow and Carnival City.

In addition, of the top 20 screens, the majority belong to Ster-Kinekor.

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