



NATIONAL
ADVISORY
COUNCIL OF
DISABILITY
ORGANIZATIONS



FAMOUS PLAYERS, CINEPLEX GALAXY LP AND 9 NATIONAL DISABILITY ORGANIZATIONS ANNOUNCE NEW INITIATIVE

ACCESS 2 ENTERTAINMENT CARD WILL ALLOW DISCOUNTED ADMISSION FOR SUPPORT PERSONS

Ottawa – December 3, 2004 – As part of the celebrations for the UN International Day of Disabled Persons, Famous Players and Cineplex Galaxy LP, Canada’s largest movie exhibitors, in conjunction with a group of nine (9) National Disability Organizations, today introduced a new card that will allow persons with a disability to receive either free admission or a significant discount for their support person when attending a movie. Called the **Access 2 Entertainment Card**, the program’s first official partners are theatres from the Canadian movie exhibition industry, including Famous Players, Cineplex Galaxy LP, Empire Theatres, Landmark Cinemas and other members of the Motion Picture Theatre Associations of Canada. For more information on the **Access 2 Entertainment Card**, visit www.Access2.ca.

ACCESS 2 ENTERTAINMENT CARD

The **Access 2 Entertainment Card** program will provide either free or discounted admission (to a maximum of \$3) to the support person accompanying a person with a disability to participating movie theatres across Canada. The person with a disability will pay regular admission. Applications for the card are available immediately, however in order to allow time for processing, the card will first be accepted at participating theatres as of **March 1st, 2005**.

Applications for the **Access 2 Entertainment Card** can be downloaded at www.Access2.ca. Alternatively, persons applying for the card can mail in a request for the application to: **Access 2 Entertainment, 90 Eglinton Avenue East, Suite 208, Toronto, ON, M4P 2Y3**. As well, applicants can visit the websites or offices of any of the members of the National Advisory Council listed below.

The application for the **Access 2 Entertainment Card** must be verified by a Physician, Nurse, Social Worker, Occupational Therapist, Physiotherapist, Pharmacist, Rehabilitation Counsellor, Audiologist, Registered Health Care Professional or by presenting a copy of an authorized client identification card from a recognized disability service provider (for example the CNIB client identification card). The applicant must be a client/patient of the authorizing health care practitioner/service provider.

National Advisory Council of Disability Organizations

The **Access 2 Entertainment Card** was developed after numerous meetings, initiated by Famous Players and Cineplex Galaxy LP, with nine different, national disability organizations. These organizations include: the Canadian Abilities Foundation, Canadian Association of the Deaf, Canadian Association of Independent Living Centres, Canadian Hard of Hearing Association, Canadian Paraplegic Association, Easter Seals / March of Dimes Canada National Council, Multiple Sclerosis Society of Canada, National Federation of the Blind: Advocates For Equality and People First of Canada. Easter Seals / March of Dimes National Council will administer the applications and delivery of the card.

The National Advisory Council hopes to begin discussions with other entertainment, leisure and travel organizations to add to the benefits of the **Access 2 Entertainment Card**.

Quotes from Famous Players, Cineplex Galaxy LP and the National Advisory Council

"We recognized there was an opportunity to consult with a number of great national organizations who represented people with varying disabilities; people who could bring many innovative ideas to the table in regards to people with disabilities who require a support person to go to the movies," said **Nuria Bronfman, Vice President of Corporate Affairs for Famous Players**. "The result of these discussions, the **Access 2 Entertainment Card**, has been a tremendously fulfilling process for everyone involved."

"It has truly been a partnership," said **Pat Marshall, Vice President of Communications for Cineplex Galaxy LP**. "Everyone is a stake holder in the process, and everyone's input has contributed to what we think is a great program. We are proud to be the inaugural members of a great, new initiative."

"Easter Seals / March of Dimes are delighted to have been able to play a role in building an exciting, some have called it *historic*, coalition with the disability community and two major entertainment corporations – Famous Players and Cineplex Galaxy", said **Max Beck, Executive Director of Easter Seals / March of Dimes National Council**. "Together we have designed a unique network that will enable us to provide valuable new access and entertainment opportunities for people with disabilities. We are looking forward to bringing new partners into the coalition and to expanding the range of experiences we can offer."

"We are delighted to collaborate with Famous Players and Cineplex Galaxy and our partners in the disability community on a card that will enhance opportunities for people with disabilities," said **Valerie Ravary, Chief Executive Officer of the Canadian Paraplegic Association**.

"I admire Famous Players and Cineplex Galaxy for having the foresight to tackle this issue by involving our community in the development of an entertainment card," said **Traci Walters, National Director of the Canadian Association of Independent Living Centres**. "Far too often the public and private sector do not involve people with disabilities in the design of programs and services geared for people with disabilities, fearing that it is a complicated task. This corporate and disability community partnership has turned this notion on its head, and we now have a solution that will work for people with many different types of disabilities and serve a much broader sector."

"I am greatly heartened by this initiative," said **Ray Cohen, President and Publisher for the Canadian Abilities Foundation**. "This kind of consultation and decisive action may well constitute a model for other organizations within the corporate sector wishing to do business with Canada's growing population of people with disabilities."

"The Canadian Hard of Hearing Association is encouraged, grateful and most supportive of the actions and decisions by The Motion Picture Theatre Associations of Canada," said **Colin Cantlie, Special Advisor to the President of the Canadian Hard of Hearing Association**. "Our heartiest congratulations for their vision and their positive approach."

"The National Federation of the Blind: Advocates for Equality (NFB:AE) is pleased to collaborate with other disability organizations to offer a blindness perspective on the development of a new theatre program," said **John Rae, President, NFB:AE**.

"This process has been fantastic," said **Peter Park, Representative from People First of Canada**. "Government has been saying the disability community should partner with other agencies that are not government related. Personally, I had my doubts as to whether it would work, especially with all of the different viewpoints of each organization, but it has."

"The Multiple Sclerosis Society of Canada is pleased to be involved with Famous Players, Cineplex Galaxy and other organizations in the disability community with an initiative that improves the inclusion of people with disabilities," said **Leesa Kopansky, Volunteer Representative, Multiple Sclerosis Society of Canada**.

"The Canadian Association of the Deaf is pleased to collaborate with Famous Players and Cineplex Galaxy and our partners in the disability community in this initiative," said **James Roots, Executive Director of the Canadian Association of the Deaf**.

About Famous Players

Celebrating its 85th anniversary, Famous Players is Canada's top grossing theatrical exhibitor. Internationally recognized for its superior technology and innovation in theatre design and guest services, the company operates a total of 84 locations with 794 screens across the country, including theatres in its joint venture with IMAX and its partnership with Alliance Atlantis. Famous Players is a division of Viacom Canada Inc.

About Cineplex Galaxy LP

Cineplex Galaxy LP is a leading exhibitor of motion pictures in the entertainment industry. Headquartered in Toronto, Canada, Cineplex Galaxy LP currently operates 86 theatres with a total of 775 screens in 6 provinces across Canada. Cineplex Odeon Cinemas, Galaxy Cinemas and the associated brands are owned and operated by Cineplex Galaxy LP. There are 64 Cineplex Odeon Cinemas located in the major urban centres and 22 Galaxy Cinemas featured in mid-size markets. Proudly Canadian, Cineplex Galaxy LP is a public company traded on the Toronto Stock Exchange under Cineplex Galaxy Income Fund (symbol CGX.UN).

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For more information, contact:

Nuria Bronfman
Vice President, Corporate Affairs
Famous Players
(416) 969-7053
email: nbronfman@famousplayers.ca

Pat Marshall
VP, Communications & Specialty Marketing
Cineplex Galaxy LP
(416) 323-6648
email: pmarshall@cineplexgalaxy.com

Max Beck
Executive Director
Easter Seals / March of Dimes National Council
(416) 932-8382
email: mbeck@easterseals.ca

Theatre Chains Participating in the Access 2 Entertainment Card:

Famous Players	www.famousplayers.com
Cineplex Galaxy LP	www.cineplexgalaxy.com
Empire Theatres	www.empiretheatres.com
Landmark Cinemas	www.landmarkcinemas.com
Rainbow Cinemas	www.rainbowcinemas.ca
Magic Lantern Cinemas	www.rainbowcinemas.ca
Capitol Theatres (Yellowknife)	
Theatre Near You (Burnaby, Surrey, New Westminster BC)	

...and other Members of the Motion Picture Theatre Associations of Canada.
Please check with your local theatre to confirm participation in this program.

National Advisory Council

Canadian Abilities Foundation Tel: (416) 923-1885	Web: www.abilities.ca
Canadian Association of the Deaf Tel: (613) 565-2882 TTY: (613) 565-8882	Web: www.cad.ca
Canadian Association of Independent Living Centres Tel: (613) 563-2581 TTY: (613) 563-4215	Web: www.cailc.ca
Canadian Hard of Hearing Association Tel: (613) 526-1564 Toll Free: (800) 263-8068	Web: www.chha.ca
Canadian Paraplegic Association Tel: (613) 723-1033	Web: www.canparaplegic.org
Easter Seals / March of Dimes National Council Tel: (416) 932-8382	Web: www.easterseals.ca
Multiple Sclerosis Society of Canada Tel: (416) 922-6065	Web: www.mssociety.ca
National Federation of the Blind: Advocates for Equality Tel: (800) 561-4774	Web: www.nfbae.ca
People First of Canada Tel: (204) 784-7362 Toll free: (866) 854-8915	Web: www.peoplefirstofcanada.ca