

New movie theater opens doors Friday

BY DAWN KANOSKI

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Ames residents will have many more choices when it comes to seeing movies this weekend — 12 more choices, to be exact.

Cinemark USA, Inc. will open Movies 12 in Ames on Friday. The theater is located at 1317 Buckeye Ave., right off Duff Avenue near the Highway 30 exit.

Movies 12 will be Ames' largest movie theater, with 12 screens and 38,000 square feet. The establishment also boasts a huge video arcade, two concession stands and two box offices, which will cut down on standing in line, said Diette Barnett, director of in-theatre marketing. The theatre will also be selling tickets up to four days in advance for shows.

Movies 12 will also feature state-of-the-art projection equipment, Digital Theatre Systems (DTS), Sony Dynamic Digital Sound (SDDS) and Dolby Digital. The theatre boasts 2,200 seats, all with high-backed rocking chairs and cupholder armrests. A VIP party will take place on Thursday, and the official public opening will be Friday night. Ames 105.1 KCCQ will be broadcasting live from 6-10 p.m. on Friday and handing out free items such as posters, hats, buttons and T-shirts, Barnett said. KCCQ and various other stations have been handing out passes that include a free movie, free



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Bill Lehman, employee of Sign Productions of Cedar Rapids, climbs down a ladder on his truck after making last-minute repairs to the marquis at Movies 12 on Duff Avenue Wednesday.

popcorn and free video games.

Also associated with the grand opening, Movies 12 will be giving away T-shirts to the first 1,000 ticket buyers on Friday.

Barnett said she is expecting a large turnout for the weekend. "People will want to see what it is all about, and once they see it, they'll want to come back," she said. "What will make Movies 12 stand out is the fact that we pride ourselves on customer service."

Keeping with other theatre prices in Ames, Movies 12 will charge \$5.50 per ticket. Matinee shows, those beginning before 6 p.m., will

be \$3.50.

Randy Hester, vice president of marketing & communications for Cinemark USA, said in a press release, "We are excited about providing the Ames area with a movie theatre of this caliber. We are dedicated to becoming Ames No. 1 theatre choice."

Shows at Movies 12 this Friday: "The Truman Show" (two screens), "Dirty Work," "The Odd Couple II," "Lost in Space," "Barney's Great Adventure," "Paulie, Object of My Affection," "Good Will Hunting," "Can't Hardly Wait" (two screens) and "I Got the Hook Up."