



PLUTO TV'S 'SUMMER OF CINEMA' CAMPAIGN RETURNS

Pluto TV's 'Free Movie Weekend' Champions Independent Theaters and Honors the Movie-Going Experience with In-Person Activations at 14 Local Cinemas Across America

Pluto TV's Streaming Offer Expands to Include Award-Winning Films and Iconic Blockbuster Movies with New Titles Added All Summer Long

Los Angeles, CA (May 30, 2024) — Pluto TV, the leading free streaming television service, is bringing back its award-winning "Free Movie Weekend" program as a part of its "Summer of Cinema" campaign, which brings the service's signature "free" offering to independent theaters around the country by providing complimentary movie tickets during select weekends all summer. The service has partnered with 14 family-run and independent theaters to provide moviegoers with free tickets, giveaways, and theater activities to honor the magic of cinema and inspire patrons to support local and historic theaters.

The full list of participating theaters and dates for Pluto TV's "Free Movie Weekend" is as follows:

- Gardena Cinema - Los Angeles, CA: June 8-9
- Water Gardens Cinema 6 - Pleasant Grove, UT: June 21-22
- Roslyn Theatre - Roslyn, WA: June 22-23
- Texas Theatre - Dallas, TX: June 29-30
- Tampa Theatre - Tampa, FL: July 6-7
- The Tara Theatre - Atlanta, GA: July 13-14
- The Independent - Charlotte, NC: July 20-21
- Star Theatre - Berkeley Springs, WV: July 27-28
- Next Act Cinema - Pikesville, MD: July 27-28
- The Colonial Theatre - Phoenixville, PA: August 3-4
- Stuart Cinema and Cafe - Brooklyn, NY: August 10-11
- Capitol Theatre - Arlington, MA: August 17-18
- Redford Theatre - Detroit, MI: August 24-25
- Music Box Theatre - Chicago, IL: August 31-September 1

The project is a part of Pluto's ongoing Business Karma initiative, which aims to give back and pay it forward to local communities and businesses. Created in 2021, the "Free Movie Weekend" was designed to bolster local cinemas and encourage patrons to return to the movies after a harrowing year of closures and stay-at-home orders. To date, the program has teamed up to sponsor nearly 40 theaters in

30 different states, becoming a cherished event for theaters and Pluto TV alike as independent theaters continue their efforts to rebuild and the service reinforces its stronghold as a complementary and critical piece of the entertainment ecosystem.

In addition, beginning June 1st, Pluto TV is kicking off “Summer of Cinema,” a tentpole programming initiative that features hundreds of fan-favorite films and franchises across the platform. The service will roll out new, popular titles each month spanning action, drama, comedy, sci-fi and more, adding to its extensive library of movies.

“Pluto TV’s summer movie campaign has received an incredibly positive response year after year, and we are excited to highlight our extensive film offering once again,” said Amy Kuessner, EVP of Programming for Pluto TV. “By joining ‘Summer of Cinema’ with ‘Free Movie Weekends,’ Pluto TV is able to champion a love of blockbuster movies and allow audiences to experience the fun both at theaters and in their homes, all for free.”

New titles coming in June include *Transformers (2007)*, *Mission: Impossible (1996)*, *War Of The Worlds (2005)*, *Tropic Thunder*, *The Italian Job (2003)* and *Collateral*, with hundreds more to discover all summer long, delivering popular titles across action, drama, comedy, sci-fi and more.

[ASSET DOWNLOAD](#)

###

About Pluto TV

Pluto TV, a Paramount Company, is the leading free streaming television service delivering hundreds of live linear channels and thousands of titles on-demand to a global audience. The Emmy® award-winning service curates a diverse lineup of channels, in partnership with over 400 international media companies, offering a wide array of genres, languages and categories featuring movies, television series, sports, news, lifestyle, kids and much more. Pluto TV can be easily accessed and streamed across mobile, web and connected TV devices. Headquartered in Los Angeles, Pluto TV’s growing international footprint extends across four continents and over 35 markets.

Contact:

Brittany Sandler, Pluto TV

Brittany.Sandler@pluto.tv

BECK Media for Pluto TV

pluto@beckmedia.com