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**FOR IMMEDIATE RELEASE**  
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## **SPECIAL SHOWINGS FOR SPECIAL NEEDS**

Eva's Heroes and Santikos Theatres Partner to Provide a Sensory Friendly Cinema Experience

**San Antonio, Texas (September 1, 2010)** – Santikos Theatres and Eva's Heroes are proud to debut an exciting program that will provide a sensory friendly movie going experience in an accepting environment for individuals with intellectual special needs. Eva's Heroes Special Presentations will boast shorter previews, brighter lighting, lower sound, an accepting audience and free admission to guests with intellectual special needs. Eva's Heroes Special Presentations debuts at the Santikos Embassy 14 Theatre on September 7, 2010 with Nanny McPhee Returns.

Eva's Heroes Special Presentations will feature family friendly titles the first and third Tuesday of every month. The Eva's Heroes Special Presentation auditorium will be open for seating at 5:30pm and the special presentation will begin at 6:00pm. Admission is free for intellectual special needs guests. Additional information and a presentation schedule can be found online at [www.santikos.com](http://www.santikos.com). "We are thrilled to be able to offer a movie going experience to an audience that may not have been able to enjoy going to the movies in the past," said Alexis Smith, Sr. Marketing Manager at Santikos Theatres.

**WHO:** Eva's Heroes & Santikos Theatres  
**WHAT:** Eva's Heroes Special Presentations  
**WHEN:** 1<sup>st</sup> and 3<sup>rd</sup> Tuesday each month  
Auditorium opens at 5:30pm  
Presentation begins at 6:00pm  
**WHERE:** Santikos Embassy 14 Theatre  
13707 Embassy Row  
San Antonio, TX 78216  
**WHY:** To provide a sensory friendly movie going experience in an accepting environment for people with intellectual special needs.

Based in San Antonio, Santikos Theatres is committed to offering their customers a Total Entertainment Experience. Recent technology upgrades include All Digital Projection, X-PAND 3D and D-BOX motion seats.

\*For interviews, please contact Alexis Smith at (210) 496-1300 or [alexis@santikos.com](mailto:alexis@santikos.com). For more information regarding Santikos Theatres, please visit [www.santikos.com](http://www.santikos.com). For more information on Eva's Heroes and the programs offered, go to [www.evasheroes.org](http://www.evasheroes.org).

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