



NEWS RELEASE

TARGET PRESENTS AFI NIGHT AT THE MOVIES

ONE-NIGHT-ONLY EVENT FOR FANS CELEBRATES CLASSIC FILMS AND THEIR STARS

Special Evening Returns to ArLight Hollywood on Wednesday, April 24
Tickets on Sale April 11: arlightcinemas.com

FOR IMMEDIATE RELEASE, APRIL 9, 2013, LOS ANGELES, CA – The American Film Institute (AFI) announced today its collaboration with Target and MAGNUM® Ice Cream Bar for the return of the special one-night-only event, **Target Presents AFI Night at the Movies**. The popular program initiated in 2007 will present fans with a rare chance to see classic films alongside the community's top filmmakers and stars who made them. **Target Presents AFI Night at the Movies** will take place on Wednesday April 24 at the ArLight Hollywood. Tickets will go on sale on April 11 through the ArLight Hollywood website (arlightcinemas.com) and in person at the ArLight Hollywood box office at 6360 West Sunset Blvd.

The films and artists confirmed to participate include:

Kathy Bates presenting **MISERY** (1990)
Cher presenting **MOONSTRUCK** (1987)
Sally Field presenting **NORMA RAE** (1979)
Peter Fonda presenting **EASY RIDER** (1969)
Harrison Ford presenting **BLADE RUNNER: THE FINAL CUT**
Samuel L. Jackson presenting **PULP FICTION** (1994)
Shirley MaLaine presenting **TERMS OF ENDEARMENT** (1983)
Demi Moore presenting **GHOST** (1990)
Mike Myers presenting **SHREK** (2001)
Sidney Poitier presenting **IN THE HEAT OF THE NIGHT** (1967)
Kurt Russell presenting **THE THING** (1982)
Kevin Spacey presenting **THE USUAL SUSPECTS** (1995)

"AFI Night at the Movies is a tradition grand in scale, but simple in message – to bring artists and audiences together to celebrate their common bond at the movies," said Bob Gazzale, AFI President & CEO. "It's an evening akin to a firework show of American film, where across genre and across decades, we marvel at the power of the movies and their makers."

For the third year, Target returns as the presenting sponsor for **AFI Night at the Movies**. At this seminal cinematic event, MAGNUM Ice Cream will introduce its newest premium product MAGNUM Gold®.

"Target is proud to once again present **AFI Night at the Movies** where film enthusiasts get the chance to experience iconic films in a truly unique and memorable way," said Shawn Gensch, Senior Vice President, Marketing, Target. "We are passionate about the entertainment industry, and Target is honored to bring together some of Hollywood's most legendary actors and filmmakers for one special evening."

Nick Soukas, Director of Ice Cream at Unilever added, "Through our strong relationship with Target, MAGNUM is thrilled to deliver indulgences to legendary artists and audience members at **AFI Night at the Movies**, a spectacular celebration of American film."

The concept for the event was conceived in 2007 when the American Film Institute and Target partnered to kick off *Target Presents* AFI's 40th Anniversary with an original evening dedicated to AFI's history. The event brought together 10 film luminaries to present films including Julie Andrews, Warren Beatty, Billy Crystal, Kirk Douglas, Clint Eastwood, Tippi Hedren, Angela Lansbury, George Lucas, Jack Nicholson, Rob Reiner and Sylvester Stallone. Bookending a year of 40th anniversary events, **Target Presents AFI Night at the Movies** in 2008 continued to pair classic American films with the stars who made them including Annette Bening, Jim Carrey, Sean Connery, Cameron Diaz, Jodie Foster, Dustin Hoffman, Shirley MacLaine, Steve Martin, Rita Moreno, Mike Myers, Keanu Reeves and Denzel Washington.

Target Presents AFI Night at the Movies is a special event for all ages. Tickets to each individual screening are \$30 and include a large popcorn and soda, as well as a Magnum ice cream bar. Tickets go on sale on April 11 at 10:00 a.m. through the ArLight Hollywood website (arlightcinemas.com) and in person at the ArLight Hollywood box office at 6360 West Sunset Blvd. Information about the event will be available on AFI.com.

About Target

Minneapolis-based Target Corporation (NYSE: TGT) serves guests at 1,787 stores – 1,784 in the United States and three in Canada – and at Target.com. Since 1946, Target has given 5 percent of its profit through community grants and programs; today, that giving equals more than \$4 million a week. For more information about Target's commitment to corporate responsibility, visit corporate.target.com/corporate-responsibility.

About MAGNUM

Launched in 1989, MAGNUM was the first handheld ice cream targeted as a premium adult offering. Today, MAGNUM is one of the world's leading ice cream brands, selling one billion units annually worldwide, and it is the biggest brand of Unilever ice creams.

About the American Film Institute

AFI is America's promise to preserve the history of the motion picture, to honor the artists and their work and to educate the next generation of storytellers. AFI provides leadership in film, television and digital media and is dedicated to initiatives that engage the past, the present and the future of the moving image arts. AFI programs include the **AFI Catalog of Feature Films** and **Archive**, which preserve film heritage for future generations; the **AFI Life Achievement Award** – the highest honor for a career in film – now in its 41st year; **AFI Awards**, honoring the most outstanding motion pictures and television programs of the year; **AFI's 100 Years...100 Movies** television events and movie reference lists, which have introduced and reintroduced classic American movies to millions of film lovers; year-round and special event exhibition through **AFI Fest presented by Audi**, **AFI Docs presented by Audi** and the **AFI Silver Theatre**; and educating the next generation of storytellers at the world renowned **AFI Conservatory**, renowned for the quality of its instructors and speakers, and its notable alumni. For more information about AFI, visit AFI.com or [connect with AFI at twitter.com/AmericanFilm](https://twitter.com/AmericanFilm), facebook.com/AmericanFilmInstitute and youtube.com/AFI.

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