



**Screenings Under the Stars Series
Thursday Evenings in July & August 2010
Great Plaza at Penn's Landing, Philadelphia**

Screenings Under the Stars, an outdoor film series, takes place every Thursday night in July and August. A different popular film will be featured outdoors on a big screen beginning at dusk, prior to each screening another related component will entertain the crowd. Seeing a spectacular film on the waterfront under the stars is a truly unique and memorable summer date. Couples will be reminded of the old-fashioned romance created by drive-in movies. Visitors can start or end their evening on South Street or in Old City, just a short walk from Penn's Landing.

Pricing: Ranges from \$1,500 for booth space and up depending on sponsorship benefits and setup logistics.

Attendance: 2,500 people per week.

Time: 7:00-10, movies start at dusk

Demographics: Audience varies on film title generally family and teens.



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