

May 2011

Dear Parent/Guardian

On Sunday 19<sup>th</sup> June 2011 at 10am Apollo Cinema, Leamington Spa will be holding a "Special Family" screening of RIO (2D version). A performance like this was trialled in April and was found to be a great success.

After speaking to parents of children with special needs they found that going to the cinema as a family is full of difficulties so often choose not to go. We would like to tackle these issues so hopefully everyone can enjoy the cinema experience.

The issues raised and the way in which we will solve them follow:

- Cinema too dark – lighting slightly higher than for usual performances.
- Sound level too high – sound slightly lower than for usual performances.
- Queues often too long – all tickets to be pre-booked, so queuing will not be necessary. A popcorn/sweets/drinks trolley will be placed in the screen, so you will not be required to queue at the concessions stand for food.
- Food allergies – you are welcome to bring your own food if necessary.
- Adverts and Trailers too long – we will cut these back to the minimum we are contractually required to show.
- Worried about disturbing other customers – this special show is only for families with children with learning difficulties.

If you would like to book tickets for this event, please call us on 01926 425623 and ask to speak to the manager on duty. We will then be able to pre book your tickets using a credit/debit card and your tickets will be here waiting for you. Tickets cost £5.10 per person and CEA card holders are entitled to bring a carer free of charge. I have enclosed a CEA card application form as this is a system that many of you may not be aware of.

If you have any questions or advice on how we can improve this show further, please don't hesitate to contact me on either 01926 425623 or [leamingtonspa@apollocinemas.com](mailto:leamingtonspa@apollocinemas.com)

Kind Regards

Ross More  
Assistant Manager