

Abbotsford to get new high-end entertainment complex

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Photograph by: PNG, PNG

A new entertainment complex will be built in Abbotsford, Cineplex Entertainment announced today.

The Abbotsford theatre will be about 43,000 square feet and will have 11 screens and 1,950 seats. The theatre will include digital projection, RealD 3D technology, three VIP Cinemas and one UltraAVX auditorium. Cineplex Odeon Abbotsford and VIP Cinemas will be the first newly built theatre in British Columbia to offer VIP Cinemas. The theatre is schedule to open in 2012.

The VIP Cinema includes an exclusive box office and concession stand, a private licensed lounge and in-theatre reserved seating on oversized seats. In-seat service for concession items is also available.

Cineplex Entertainment and SHAPE Properties Corp. will develop the Abbotsford property as part of the new Highstreet lifestyle centre.

“Cineplex is a tremendous addition to our new retail entertainment complex,” said Graeme Johnson, executive vice-president, Leasing, SHAPE Properties. “The theatre is sure to attract local residents and visitors from nearby communities to enjoy Hollywood movies and the latest entertainment offered by Cineplex.”

New complexes will also be built in Edmonton, Alberta and Chatham, Ontario, and each theatre will feature the latest digital and RealD 3D technology, Cineplex Entertainment said in a news release.

“We are pleased to bring cutting edge entertainment complexes to these great communities,” said Ellis Jacob, president and Chief Executive Officer, Cineplex Entertainment. “We look forward to delivering excellent guest service at each of our innovative new theatres.”

The custom-designed theatres will use the latest audio, visual, digital and RealD 3D technology in addition to offering UltraAVX. “ An UltraAVX auditorium features a screen significantly larger on average than our traditional screens, superb Dolby Digital 7.1 surround sound, extra-wide high back rocker seats and reserved seating,” Cineplex Entertainment said in the release. “Guests love the reserved seating option as it allows them to select their specific seat when purchasing a ticket. There are currently 11 UltraAVX locations across Canada with many more opening in 2011.”

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