EXCITING NEWS AT THE GARDEN THEATRE

Jimmy Stewart and Jean Arthur in MR. SMITH GOES TO WASHINGTON

PRINCETON GARDEN THEATRE.ORG    609 279 1999
A new management team.

Renew Theaters is delighted to join the Princeton community as the new operator of the Garden Theatre. We also run three golden-age movie theaters in Pennsylvania – the County Theater in Doylestown, the Ambler Theater in Ambler, and the Hiway Theater in Jenkintown. We are committed to excellent programming and to meaningful community outreach.

We're NONPROFIT.

The Garden will now be operated as a nonprofit, tax-exempt entity. All revenues, memberships and gifts will be reinvested in the theater. The nonprofit Princeton Garden Theatre is YOUR movie theater and your support is critical to our success.

Renovate and reopen by July 1.

We’ll be closed for 3-4 weeks in order to make immediate improvements. We’ll repaint and install new carpet and lighting in the lobby, install a new concessions stand (with a real popcorn machine), and even add a door to the men’s room. We’ll fix the seats in the auditoriums and install new theater doors. We’ll also add artwork to the lobby that will start to showcase the Garden’s 90+ years of movie theater history. We do plan further upgrades in the future, but these changes were needed immediately.

How we’ll run the theater.

We’ll show first-run films of high artistic quality and increase showtimes to include more weekday matinees and late evening shows.

We’ll add special programming like classic Hollywood and foreign language films; filmmaker appearances and lectures; Saturday kids matinees; and theatrically broadcast events such as from the National Theatre in London.

We’ll endeavor to improve the quality of hospitality and service from the theater’s staff. We’ll also provide a new website and enhance social media engagement.
We will reach out to the Princeton community and local businesses to host special screenings, events, birthdays, and receptions, and to partner on projects. We’ll also work with the University to make the theater available to student groups and academic staff for screenings, as well as to consult on special programming.

Your support is critical to our success.

Show your support for the Garden by becoming a member of this community landmark. As a member, you will receive reduced (or free) admission to all films and other events at the theater. Memberships and gifts to the theater are tax-deductible and will be used to make the theater a cultural asset.
Welcome to the nonprofit Princeton Garden Theatre
The Garden Theatre is a nonprofit, tax-exempt 501(c)(3) organization.

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Valid凭卡会员可享受会员优惠。列出的票价可能会有所变动。

**Affiliated Theaters Members**
The Garden Theatre, the Ambler Theater, the County Theater, and the Hiway Theater have affiliated admission benefits. Your membership will allow you $6.00 admission at the other theaters. (Members can also attend the Bryn Mawr Film Institute for $7.00.)

**Policies**
Children under 6 – Children under age 6 will not be admitted to our films or programs unless specifically indicated.

Late Arrivals – The Theater reserves the right to stop selling tickets (and/or seating patrons) after a film has started.

Outside Food and Drink – Patrons are not permitted to bring outside food and drink into the theater.

Accessibility & Hearing Assistance – The Garden Theatre has wheelchair-accessible auditoriums and restrooms, and is equipped with hearing enhancement devices. (For headphones, please see the theater manager when you arrive.)

Parking
Check our website for parking information.

How can you support the Garden Theatre?

**Be a member.**
Become a member of the nonprofit Garden Theatre and show your support for good films and a cultural landmark. See back panel for a membership form or join online. Your financial support is tax-deductible.

**Be a sponsor.**
Receive prominent recognition for your business in exchange for helping our nonprofit theater. Recognition comes in a variety of ways – on our movie screens, in our brochures, and on our website. Contact us at (215) 348-1878 x112 or at dflowers@RenewTheaters.org.

**Make a gift.**
Your additional gifts and support make us even better. Your donations are fully tax-deductible. Contact our Business Office at (215) 348-1878 x117 or at jsanders@RenewTheaters.org.

**Get our weekly email notices.**
We can keep you up-to-date on all our events and scheduling via our weekly email notices. Visit our website to sign up, and then stay plugged into our latest programming news.

**Give us feedback.**
Your film experience is the most important thing to us, so we welcome your feedback. Please let us know what we can do better. Call (215) 348-1878, or email us at comments@RenewTheaters.org.

**We’re nonprofit.**
Princeton Garden Theatre LLC is a 501c(3) organization, registered in the State of New Jersey. Contributions are deductible to the fullest extent of the law. The official registration and financial information of Princeton Garden Theatre LLC may be obtained from the Attorney General of the State of New Jersey by calling (800) 242-5846 or online at http://www.state.nj.us. Registration with the Attorney General does not imply endorsement. Our federal tax identification number is 46-5444212.
Main Attractions

What main films will play at the Garden? This section lists the Main Attractions that we intend to play in the coming weeks. Additional unlisted films will also become available. This list is only an educated guess, though, since film release plans often change.

When will these main films play?
Scheduling our Main Attractions is week-to-week. On Monday, we decide what main films will play starting that Friday. On Tuesday and Wednesday, we set the showtimes for the upcoming week and then update our website and telephone hotline. We also send out a weekly email (which you can receive by signing up at our website). Sometimes, we book a main film a few weeks in advance, which we post on our website’s “Coming Attractions” section.

For our latest Main Attractions plans, visit: PrincetonGardenTheatre.org (Or call our hotline at 609-279-1999.)

Boyhood
USA - 2 hr 43 min - Richard Linklater
Twelve years in the making, Richard Linklater’s latest drama follows a boy from age 5 to age 18. Shooting started in 2002, and the crew and actors got together every year to pick up the story of the characters’ lives. Linklater uses this extended timeline to blend difficult events and everyday routine into the real drama of family life. With Ellar Coltrane as the boy and Ethan Hawke and Patricia Arquette as his divorced parents.

Ida
Poland - 1hr 57min - Pawel Pawlikowski w/subtitles
An orphan raised in a convent, Anna is prepared to take her vows to become a nun in 1962 Poland. But then she discovers that her real name is Ida Lebenstein and that her Jewish parents were killed in the Holocaust. IDA is a stunning character portrait of survival and loss and a highly recommended film.

Magic in the Moonlight
USA/UK - Woody Allen
Woody Allen returns to France, this time to the glamorous Riviera of the 1920s. Emma Stone, Colin Firth, and Marcia Gay Harden lead the cast of this romantic comedy about an Englishman who is brought in to investigate a possible swindle. Personal and professional complications then ensue.
Be a member of the nonprofit Princeton Garden Theatre
MAIN ATTRACTIONS

**Limited Engagements**

We try to play each of our Main Attractions films for a full multi-week run. Sometimes, however, we are unable to play a film in a timely or complete way, and it becomes a question of either squeezing it in or not playing it at all. We then often schedule that film for a couple of mid-week screenings, called Limited Engagements. Make sure that you sign up for our weekly email, so that you don’t miss these short, last-chance screenings.

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**Land Ho!**

**USA - 1 hr 35 min - Aaron Katz & Martha Stephens**

One of the most enjoyable films to come out of this year’s Sundance Festival. Two ex-brothers-in-law take a trip together to Iceland to reconnect. One is a brash, Southern charmer and the other, a reserved Australian. What results is a charming, funny, beautiful road trip. Meals are eaten, spas are visited, secrets are revealed, and their friendship is tested.

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**The Trip to Italy**

**UK - 1 hr 48 min - Michael Winterbottom**

Steve Coogan and Rob Brydon star in this follow-up to their 2010 comedy, *The Trip*. This time they’ve been engaged by a British newspaper to chronicle a tour of high-end restaurants and historical sights along the Italian peninsula. Director Michael Winterbottom gives free rein to his stars’ improvisational gifts, while juxtaposing beautiful scenery, sumptuous food, funny reflections on art and literature, and constant celebrity impressions.

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**Love is Strange**

**USA - 1 hr 38 min - Ira Sachs**

Alfred Molina and John Lithgow star in this tender, quiet film about a gay couple of 39 years whose lives are turned upside-down after they finally get married. Molina is fired from his job and they then have to vacate their apartment and crash with family and friends. Molina and Lithgow are wonderful and provide the heartfelt core of this touching ensemble piece.

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**Begin Again**

**USA - 1hr 44min - John Carney**

John Carney, who wrote and directed *Once*, brings us the story of two lost souls who find each other in New York. Mark Ruffalo is a rumpled, self-destructive pop music producer who has lost his job. Keira Knightley is a singer-songwriter whose aspiring-rock-star boyfriend has gotten a solo contract and left her behind. With Catherine Keener, Hailee Steinfeld, Adam Levine and Yasiin Bey.

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**The Chinese Puzzle**

**France/US/Belgium - 1hr 57min - Cédric Klapisch - In English and French w/subtitles**

When his wife leaves him for another man and takes their children to New York, Xavier moves from France to be with his son and daughter. Among the ensuing complications in this entertaining comedy are a green card wedding, a baby with a lesbian couple and reconnecting with an old flame. Cédric Klapisch’s latest is an effervescent variation on the pursuit of the American dream.

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**Limited Engagements**

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Every week this summer, the stars of Hollywood’s Golden Age return to the silver screen: Jimmy Stewart, Audrey Hepburn, Ingrid Bergman, Humphrey Bogart, Cary Grant... the list goes on and on. Memorable acting in great films. See these Hollywood classics the way they were intended to be seen: on the big screen in a packed auditorium.

**Reduced admission for our young patrons.**
Most of these Hollywood Classics are good for any age audience - and each film of the entire Classics series is only $2 for patrons 18 years old or younger.

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**Hollywood Classics**

**July 10 Thurs 7:00**

**Rear Window**
1954 - 1 hour 52 min - color - DCP - Paramount - d: Alfred Hitchcock - w: James Stewart, Grace Kelly
This supremely stylish Hitchcock thriller is about a photographer, played by Jimmy Stewart, who is confined to his apartment with a broken leg. He proceeds to spy on his neighbors and soon suspects that he’s uncovered a murder. The script is superb and a young Grace Kelly is impossibly glorious.

**July 16 Wed 7:00**

**The Palm Beach Story**
1942 1 hour 28 min - b/w - DCP - Paramount - d: Preston Sturges - w: Claudette Colbert, Joel McCrea, Rudy Vallee, Mary Astor
Preston Sturges was at the height of his powers with this classic screwball comedy. Claudette Colbert flees from her proud and penniless husband, Joel McCrea, into the ridiculous arms of yachtsman billionaire Rudy Vallee. Hilarious, irresistible, and impeccably cast, this fast-paced comedy has an abundance of rapid-fire dialogue, improbable set-ups, and hilarious supporting characters.

**July 17 Thurs 7:00**

**Rope**
1948 - 1 hour 20 min - color - DCP - Warner Bros - d: Alfred Hitchcock - w: Jimmy Stewart, Farley Granger, John Dall
In this classic Hitchcock, two college chums kill a friend just for the thrill of it, hide the body in their apartment, and then invite friends and family over for a dinner party. Jimmy Stewart stars as the boys’ professor who begins to suspect that something is amiss. The film was Hitch’s first in color and was shot in uninterrupted ten minute takes, which makes for a very distinctive look and feel.

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Be a member of the nonprofit Garden Theatre.
HOLLYWOOD SUMMER NIGHTS 2014

HOLLYWOOD CLASSICS

July 24 Thurs 7:00

North by Northwest
1959 – 2 hr 16 min – color – DCP – MGM
 d: Alfred Hitchcock - w/ Cary Grant, Eva Marie Saint, James Mason
The quintessential Hitchcock comedy-thriller, with bewildered businessman Cary Grant chased across the country by both spies and the police. It contains one memorable scene after another – including the United Nations murder, the crop-duster attack, and the Mount Rushmore climax.

HOLLYWOOD CLASSICS

July 30 Wed 7:00

Harvey
1950 – 1 hr 44 min – b/w - DCP - Universal – d: Henry Koster
w/ James Stewart, Josephine Hull, Cecil Kellaway
Jimmy Stewart plays Elwood P. Dowd, a pleasant fellow whose best friend is Harvey, an invisible 6-foot-tall rabbit. There are those in Elwood’s life who accept his eccentricity and then there are others who seek to have him committed. HARVEY is a poignant comedy adapted from the acclaimed play by Mary Chase, which ran on Broadway for over four years before it was made into a film.

HOLLYWOOD CLASSICS

July 31 Thurs 7:00

Jaws
1975 – 2 hr 4 min – USA – color – DCP
Universal - d: Steven Spielberg - w/ Roy Scheider, Robert Shaw, Richard Dreyfuss
The perfect way to kick off the summer: a nice trip to the shore. But, when a great white shark terrorizes the townspeople of Amity Island, the police chief, a grizzled shark hunter, and an oceanographer must set out to kill it. Director Steven Spielberg invented the summer blockbuster with this thriller.

HOLLYWOOD CLASSICS

Aug 7 Thurs 7:00

Casablanca
1942 - 1 hr 42 min - b/w - DCP - Warner Bros - d: Michael Curtiz - w/ Humphrey Bogart, Ingrid Bergman, Claude Rains
The Bogart film of all Bogart films, with nightclub owner Rick fighting his cynicism to choose between love and duty. Containing one memorable scene after another, only to be topped by one of the greatest endings ever. Co-star Ingrid Bergman simply glows on the screen. Don’t miss this annual screening with an appreciative packed house.
HOLLYWOOD SUMMER NIGHTS

HOLLYWOOD CLASSICS
Aug 27 Wed 7:00

Groundhog Day
1993 - 1 hr 41 min - color - DCP - d: Harold Ramis - w/ Bill Murray, Andie MacDowell, Chris Elliott
Bill Murray is a self-absorbed weatherman sent, yet again, to cover the Groundhog Day festivities in Punxsutawney. He wakes up the next morning to find that it’s Groundhog Day all over again, as it will be the next day, and the next, and the next. Murray carries this romantic comedy with an uncanny effortlessness as he goes from humor to pathos in his search for love and the meaning of life.

HOLLYWOOD CLASSICS
Aug 28 Thurs 7:00

Sunset Boulevard
1950 – 1 hr 50 min – USA – b/w – DCP – Paramount – d: Billy Wilder – w/ Gloria Swanson, William Holden
A great film noir about a faded and deluded movie star and the hack writer she “keeps” to help script her comeback project. The cinematography is stunning, the story is twisted, and Billy Wilder is deliciously cynical. The underside of Hollywood has never been darker.

HOLLYWOOD CLASSICS
Aug 13 Wed 7:00

A Night at the Opera
1935 – 1 hr 31 min – USA – b/w – 35mm – MGM – d: Sam Wood – w/ The Marx Brothers
The Marx Brothers shine in this gleeful farce, which is maybe their best movie ever. Featuring their normal insanely funny physical and verbal gags, as well as an almost coherent (for them) plot. From the ocean liner “state room scene” to the “sanity clause” to the raucous sabotage of the final opera performance, this is a satiric gem.

HOLLYWOOD CLASSICS
Aug 14 Thurs 7:00

Winchester ‘73
1950 - 1 hr 32 min - USA - b/w - DCP - Universal - d: Anthony Mann - w/ James Stewart, Shelley Winters, Dan Duryea
In this classic Western, Jimmy Stewart tracks a notorious outlaw, who has also stolen his prize rifle. This was the first collaboration between director Anthony Mann and actor Stewart, a team that would create a series of superior westerns that added a new, psychological dimension to the genre. Stewart here shows a darker side to his personality that would also surface in his work with Hitchcock.

HOLLYWOOD CLASSICS
Aug 21 Thurs 7:00

Breakfast at Tiffany’s
1961 - 1 hr 55 min - color - DCP - Paramount
d: Blake Edwards - w/ Audrey Hepburn, George Peppard, Mickey Rooney
Audrey Hepburn is unforgettable as free spirit Holly Golightly in this New York City romance. She flits from one party to another and finally falls in love with an aspiring writer - when her past comes back to complicate everything. The drinking, the cigarette holder, the cat, the iconic Givenchy clothes and accessories - they’re all here. Plus a memorable score by Henry Mancini.
COMING THIS FALL
National Theatre Live
Plays and dates to be announced.

PrincetonGardenTheatre.org
In addition to up-to-date movie listings and information about upcoming films and programs, the Garden Theatre website also offers a quick and easy way to become a member.

Our weekly email update.
Sign up at our website and we’ll send you our weekly email.

Join in the conversation.
Become a fan of the Garden Theatre on Facebook and Twitter, or check out our blog at RenewTheaters.org/blog

COMING THIS FALL
Sneak Previews
Film critic Peter Travers will remotely present a monthly series of sneak previews of highly-anticipated upcoming films. This will be for members, only. Travers will introduce the film and interview the cast and/or director after the screening in New York City. At the Garden, we’ll be connected to New York via the internet. And, in between, we’ll see the film at the Garden. Past sneaks have included Nebraska, American Hustle, and Chef. We anticipate that our first sneak at the Garden will be in September. Dates and films to be announced.

HOLLYWOOD SUMMER NIGHTS 2014

HOLLYWOOD CLASSICS

Sept 4 Thurs 7:00

Mr. Smith Goes to Washington
1939 - 2 hr 9 min - b/w - DCP - Columbia - d: Frank Capra - w/ James Stewart, Jean Arthur, Claude Rains
Capra’s stirring crowd-pleaser about American democracy and ideals, which features one of Jimmy Stewart’s best roles ever. He plays Jefferson Smith, the naive head of the Boy Rangers, who gets appointed to the US Senate because the political bosses think he’ll be easy to control. When he finally comes face to face with political corruption, he must decide whether or not to fight. A true American classic.

Be a member of the nonprofit Garden Theatre.
Be a member of the new Princeton Garden Theatre.

We need your help. Show your support for the Garden by becoming a member of this community landmark. As a member, you will receive reduced (or free) admission to all films and other events at the theater. Memberships and gifts to the theater are tax-deductible (as described) and will be used to make the theater a cultural asset. Join today!

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### Membership Form

#### Become a member of the nonprofit Garden Theatre

The Princeton Garden Theatre is open to the public. However, you can become a member of the nonprofit Garden Theatre and show your support of good films and a cultural landmark and get a reduced ticket price. Contributions are tax-deductible to the full extent of the law. Your membership is valid for one (1) year from your date of joining.

Checks payable to: Princeton Garden Theatre LLC
Mail to: Princeton Garden Theatre
160 Nassau St., Princeton, NJ 08542
Membership Cards will be mailed to you.

#### Basic Annual Membership
- $50 Individual
- $75 Couple/Dual
- $40 Senior (62+)
- $65 Senior Couple (62+)
- $40 Student

Basic membership gives you:
- $6.00 admission to all Main films
- Family Benefit - Member’s children under 18 may attend for $6.00
- Tax-deductibility
- $6.00 admission to Hiway, County, and Ambler Theaters
- Membership admission prices are subject to change

#### Sustaining Annual Membership
- $120 – Producer (one person)
- $110 – Senior Producer (62+) (one person)
- Individual Producer (one person) receives 6 free tickets + basic benefits
- $160 – Producer Couple
- $140 – Senior Producer Couple (both 62+)
- Producer Couple receives 6 free tickets + basic benefits
- $250 – Executive Producer Couple
- $220 – Senior Exec. Prod. Couple (both 62+)
- Executive Producer Couple receives 12 free tickets + basic benefits for couple
- $600 – Mogul
- Free admission for one named member + 2nd named individual membership with basic benefits
- $1,200 – Angel (Couple)
- Receives free admission for two Angel members + basic benefits
- $5,000 – Icon (Couple)
- Receives free admission for two Icon members + family + basic benefits + one free private screening

Join online at: PrincetonGardenTheatre.org/member-ship

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$_________ Total Membership Fee
$_________ Extra Gift
$_________ Total

- My check is enclosed.
  Make checks payable to: Princeton Garden Theatre LLC

Please charge my:
- [ ] MasterCard
- [ ] VISA
- [ ] Discover
- [ ] AMEX

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Card Number: ______________________________________________________________ Exp. Date___________________

Signature____________________________________________________________________________________________ 88G
Who we are

Renew Theaters, Inc. is a nonprofit management company. We operate three other small downtown movie theaters - the County Theater, the Ambler Theater, and the Hiway Theater, all in Pennsylvania. Each of those theaters is a separate nonprofit entity. Each theater is a stand-alone operation (as the Princeton Garden Theatre will be). Each theater is locally-based and community-supported. Each theater has its own independent finances. Renew provides the management, leadership, and expertise for each theater. Renew is also nonprofit and, thus, makes no profit from any of its theaters. Each theater’s profits are kept by that theater and reinvested back into its physical plant and operations.
Our history
John Toner helped save his hometown County Theater in Doylestown in 1993 and became its founding Executive Director. When the Ambler Theater needed to be saved in 2003, Renew Theaters, Inc. was formed as a management company so that we could run the Ambler Theater as well.
Renew has since partnered to save and run the Bryn Mawr Film Institute from 2005 to 2009 (when it spun-off as its own independent operation). In May of 2013, Renew took over management of the single-screen Hiway Theater in Jenkintown.

Why we’re nonprofit
We have closely observed the movie theater business across the country for over twenty years and have concluded that a 2-screen theater like the Garden cannot be run successfully on a for-profit basis. Such an approach leads inevitably to the neglect of patrons, the community, and artistic mission.
Nonprofits are increasingly saving and running the remaining small golden-age theaters. We see this from our perspective as members of the Art House Convergence, an independent organization that brings together over 200 independent movie theaters. Overwhelmingly, these peer theaters have used a nonprofit strategy to save their small town theaters.

Our key management personnel

**John Toner - Executive Director (21 years)**
John Toner is the founding Executive Director of the County Theater and Ambler Theaters. He is now also Executive Director of the Hiway Theater. He lived in Hopewell for two years when his wife, Rebecca Bushnell, was gaining her PhD at Princeton University. He also has family ties to the community. Toner is a graduate of Swarthmore College and is a recovering attorney. He will have overall responsibility for the Garden project.

**Chris Collier - Associate Director (7 years)**
Christopher joined Renew Theaters in 2007 and currently serves as the Associate Director. He holds degrees from Dartmouth College and the University of Oxford. Chris oversees community, business and university outreach. He will work to develop ties to the local community through special screenings, rentals and events, and by interfacing with the students and faculty of the University. He will develop sponsors and on-screen advertising opportunities for local businesses and oversee the implementation of new hospitality and customer service initiatives. Chris will also be responsible for all specialized programming.

**Jim Sanders - Director of Development (19 years)**
Jim directs and manages all development programs for Renew Theaters. He oversees a membership database of over 15,000 active members and friends. With a strong background in Marketing and Outreach, Jim is an active participant in the arts communities of Doylestown and Bucks County, PA. Jim also worked for 5 years at the McCarter Theater, in both Marketing and Development, and maintains close ties with many Princeton area arts leaders. Jim received his MBA in Arts Management from Rider University.

**Brian Majeska - Lead Manager (20 years)**
Brian has 20 years of experience in theater operation and has been with Renew since its formative days. He has overseen and managed the opening of the Ambler Theater in 2003, the Bryn Mawr Film Institute in 2005, and the management transition at the Hiway Theater in 2013. He will be responsible for operations and for hiring and training local staff.

We’re hiring
We believe that it is important for the Garden to have a local presence with strong community ties. We will hire and train local staff and managers as we proceed. If you’re interested in working at the theater part-time, or of making it a career, please pick up an application at the theater or at our website. We look forward to meeting you.

In the meantime, when we open we will use our current management team and staff to get the theater up and running. We will hire locally as soon as possible thereafter.
More about how we’ll run the theater

Screen Great Films and Add Special Programming

Main Films - Cinema of High Artistic Quality.
Renew will show first-run films of high artistic quality on a week-to-week basis. *12 Years a Slave, Nebraska, Philomena, The King’s Speech* - these types of films are the bread and butter of our daily exhibition. We also show acclaimed foreign films, like *Ida* and *The Lunchbox*, and excellent independent films, like *Frances Ha* and *The Grand Budapest Hotel*. We will increase the number of screenings presented each week, adding more matinee, midweek, and late evening shows.

Special Programs and Events.
In the area of specialized programming, we will make a transformative change beyond what the Garden has offered. Every week, we will add special events. These will include Classic Hollywood films such as *Casablanca, North by Northwest*, and *Lawrence of Arabia*; world cinema gems like *The Seventh Seal, La Strada*, and *Seven Samurai*; live simulcast performances of on-stage productions of theater, opera and ballet from The National Theatre and *The Royal Opera in London*, and from *The Bolshoi in Moscow*. We’ll also add monthly Sneak Preview screenings of highly anticipated new films, as well as fun events like our Monty Python Fest and our Little Lebowski Nite.

The Garden Theatre has exceptional potential. Because the Garden is across the street from a world class university, it is an ideal venue to expand these special programs. The management of Renew are active members of the Art House Convergence, a national collaborative group of 200+ art houses from across the country. We get many programming ideas from our colleagues there. The Garden would surely bloom with these specialty films and events.

Create a Welcoming Environment

Hospitality.
A downtown movie theater should be more than just a place to see a movie. It should also be a welcoming and engaging destination where people come together to enjoy, learn, think, and relax. Providing a warm and friendly environment is one of our core principles. We want our guests to be greeted by helpful, friendly staff in a professional and clean environment.

Concessions and Lobby.
We will transform the concession area to better fit the classic nature of the theater and the upscale nature of the Town. We
will redesign the concession stand so that patrons are welcomed by a staff member and not the back of a coffee brewing system. We will add gourmet and retro candy, and other specialty items. And, of course we will serve freshly popped popcorn.

The new concession area will echo the design and feel of a vintage theater (which we have done at our other locations). We will add seating in the lobby and change the lighting to be warmer and more inviting. This new coordinated design will allow patrons to relax before the start of the film and enjoy conversation and discussion after. (Not all of these lobby changes will occur immediately.)

**Historic and Artistic Presentations.**
The lobby area presents a wonderful opportunity to present the history of the theater, the town, and the movies. We will use that public space to display pictures of the history of Princeton. The fact that Jimmy Stewart was a Princeton undergraduate is a natural focus for displays and retrospectives of vintage posters, photos, and other memorabilia. We will also display period movie projectors that would have been used when the theater opened.

**Engage with the Community, local Businesses, and the University**

**Community and Business outreach is a priority.**
All three of Renew’s theaters are historic “Golden Age” movie theaters located in downtown business districts - just like the Garden. We reach out to local community groups and do many programs partnered with them. We prioritize working with local businesses. We also actively make our theaters available for rentals and off-hour programs.

Recent collaborations with local businesses and community groups at our other theaters have included an ongoing series of sustainability-themed documentaries with the Pennypack Farm and Education Center at the Ambler; *Dinner and a Movie* screenings featuring a food-themed movie, such as *Babette’s Feast*, followed by the re-creation of the movie’s meal at a local restaurant in Doylestown; a book-and-film discussion group co-hosted by the Doylestown Bookshop; our annual Holiday Concert and Sing-A-Long with the Ambler Symphony, followed by a classic holiday film; screenings hosted by Sociedad Hispana Doylestown and Alliance Francaise at the County; and many more.
University Collaboration.
We will reach out to the University’s students and faculty. Our specialized programming will be directly tailored to both constituencies.

We will work to cooperate specifically with student film groups as well as the faculty – both to harmonize with their offerings as well as to bring them into the theater for lectures and presentations. Film education is a key component of our mission and we regularly schedule film discussions, introductions by local experts, and Q&A sessions with filmmakers and industry professionals. We look forward to working with the University to broaden these offerings to include guest appearances of faculty members, student film presentations, lectures, and more. We will optimize the Garden – University connection, including making the theater available for “off-hours” screenings for classes, University film programs, and student film organizations.

Introduce Online and Community Outreach

Digital Outreach.
It is surprising that the Garden Theatre had virtually no online presence in the past. Renew will bring the theater into the digital world with a new website, weekly targeted email outreach, and robust social media engagement. These digital tools (along with our back-office analytics) will allow us to better market events, provide better and more secure online ticketing options, and connect with students and community members.

Visit our websites at CountyTheater.org, AmblerTheater.org, and HiwayTheater.org from which you can jump to our blog and social media platforms. They will give you a good idea how Renew operates.
**MEMBERSHIP FORM**

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**Become a member of the nonprofit Garden Theatre**

The Princeton Garden Theatre is open to the public. However, you can become a member of the nonprofit Garden Theatre and show your support of good films and a cultural landmark and get a reduced ticket price. Contributions are tax-deductible to the full extent of the law. Your membership is valid for one (1) year from your date of joining.

Checks payable to:  
Princeton Garden Theatre LLC  
Mail to: Princeton Garden Theatre  
160 Nassau St., Princeton, NJ 08542  
Membership Cards will be mailed to you.

### Basic Annual Membership

- $50 Individual
- $75 Couple/Dual
- $40 Senior (62+)
- $65 Senior Couple (62+)
- $40 Student

Basic membership gives you:
- $6.00 admission to all Main films
- Family Benefit - Member’s children under 18 may attend for $6.00
- Tax-deductibility
- $6.00 admission to Hiway, County, and Ambler Theaters
- Membership admission prices are subject to change

### Sustaining Annual Membership

- $120 - Producer (one person)
- $110 - Senior Producer (62+) (one person)
- Individual Producer (one person) receives 6 free tickets + basic benefits
- $160 - Producer Couple
- $140 - Senior Producer Couple (both 62+)
- Producer Couple receives 6 free tickets + basic benefits
- $250 - Executive Producer Couple
- $220 - Senior Exec. Prod. Couple (both 62+)
- Executive Producer Couple receives 12 free tickets + basic benefits for couple

### Other Membership Options

- **$500 - Mogul**  
  Free admission for one named member + 2nd named individual membership with basic benefits
- **$1,200 - Angel (Couple)**  
  Receives free admission for two Angel members + basic benefits
- **$5,000 - Icon (Couple)**  
  Receives free admission for two Icon members + family + basic benefits + one free private screening

Join online at:  
PrincetonGardenTheatre.org/membership

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Card Number: __________________________ Exp. Date

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$___________Total Membership Fee

$___________Extra Gift

$___________Total

- My check is enclosed.  
- Make checks payable to: Princeton Garden Theatre LLC

Please charge my:  
- MasterCard  
- VISA  
- Discover  
- AMEX

Signature__________________________

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stevewilliamsdesignoffice.com

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