



CONTACT INFORMATION:

Alexis Bolton  
Senior Marketing Manager  
Liberty Center  
513.644.0900  
[abolton@centennialrec.com](mailto:abolton@centennialrec.com)

Paul Farnsworth  
Executive Director of Communications and Content  
B&B Theatres  
186.407.7469  
[paul.farnsworth@bbtheatres.com](mailto:paul.farnsworth@bbtheatres.com)

**B&B Theatres to Assume Operations of Liberty Center Theatre in January, Bringing First-to-Market Experiences and Facility Upgrades**

*Enhancing the moviegoing experience with new immersive concepts and modernized facilities*

**Liberty Township, OH - (December 18, 2025)** – Liberty Center and [B&B Theatres](https://www.bbbtheatres.com) are pleased to announce that B&B Theatres will assume operations of the existing CMX cinema at Liberty Center in early January 2026. CMX Cinemas will continue to operate through the end of the year, ensuring a smooth holiday season with minimal disruption for guests. Following a brief transition period, B&B will reopen the theatre in mid-January with phased enhancements and upgraded experiences introduced over time.

B&B Theatres is the fifth-largest theatre chain in the United States, operating 57 locations across 16 states. As the largest privately owned theatre operator in the country, the company brings more than 100 years of family-run history and a strong reputation for delivering innovative, hospitality-driven entertainment experiences.

“B&B Theatres brings an energy and imagination that fits perfectly with what our guests love about Liberty Center,” said John Taylor, Senior General Manager at Liberty Center. “They’re introducing something truly special that will elevate the entertainment experience at the property for families and movie lovers alike.”

**New Entertainment Concepts Coming to Liberty Center**

B&B will introduce four specialty concepts to the property, three of which are first-to-market for the region:

- Two Premium Large Format Screens
  - The B&B Grand Screen: A premium large-format auditorium designed for the ultimate big-screen experience.
  - ScreenX: A 270-degree wrap-around cinematic format that extends film content onto the auditorium side walls, the first of its kind in this market.
- 4DX: A multi-sensory auditorium featuring motion seating and in-auditorium effects such as wind, water, scent, and snow, another regional first.
- screenPlay!: A family-focused auditorium created specifically for kids, complete with an in-theatre play area, open for 30 minutes before showtime, also a first for the region.

**Facility Upgrades**

To elevate the guest experience even further, B&B will invest in several enhancements, including:

- A refreshed concession area
- New theatre seating

- Updated paint, carpet, and other cosmetic improvements as needed

B&B Theatres will officially assume operations in early January with a planned reopening on January 15 following staff training and behind-the-scenes system updates. Phased renovations will begin soon after the reopening. These upgrades will take place while the theatre remains open, with work occurring in sections to minimize disruptions for guests. Updates to the theatre are estimated to be complete by mid-Summer.

Speaking of the acquisition and transition, B&B President Brock Bagby stated, “It’s wonderful when everything fits perfectly, and this partnership certainly does! A beautiful community and development, a beloved cinema facility ripe for remodel, and a supportive movie-going town. We can’t wait to make our mark on Liberty Township and introduce the B&B magic of the movies to our new friends and guests.”

B&B has shared that it intends to welcome the current theatre team as part of its plans for Liberty Center. Both companies are working together to ensure a smooth and supportive process for staff as operations change hands, with a focus on maintaining familiarity and great guest service.

Liberty Center extends its sincere gratitude to CMX Cinemas and its predecessor, Cobb Theatres, for their tenure at Liberty Center. Both companies played an important role in the original development of the property, and have contributed significantly to its success and growth over the years.

For ongoing updates about this announcement and all upcoming enhancements at Liberty Center, please visit [www.liberty-center.com](http://www.liberty-center.com) and sign up for our emails or follow along on [Facebook](#) and [Instagram](#).

###

## **LIBERTY CENTER**

Liberty Center, a \$350 million mixed-use destination, is located on 64 acres at the I-75 and SR 129 interchange in Liberty Township, north of Cincinnati, Ohio. Opened in October 2015, Liberty Center features more than 800,000 square feet of retail, dining, and entertainment; 75,000 square feet of office space; a 240-unit luxury residential community; and a 130-room AC Hotel by Marriott. Anchor tenants include Dillard’s, Dick’s Sporting Goods, and CMX Cinemas. In 2025, Liberty Center was recognized by Chain Store Age as one of the [Top 10 Retail Center Experiences](#) in the U.S., highlighting its position as a leading national mixed-use destination. For more information, visit [liberty-center.com](http://liberty-center.com).

## **CENTENNIAL**

Centennial is a retail real estate investment firm with a national portfolio of shopping, dining, entertainment and mixed-use destinations as well as a full-service property management platform serving third-party owners. With over 300 employees nationwide, the company now operates over 25 million square feet of mixed-use destinations in 18 states. Since 1997, Centennial has played a pivotal role in shaping the evolution of American retail by creating a superior multi-faceted shopping experience with properties that serve not only as a place of commerce, but as a place of community. For more information, visit [CentennialREC.com](http://CentennialREC.com).

## **B&B THEATRES**

B&B is the fifth-largest theater company in the United States and largest privately held. Operating 564 screens at 57 locations across the country, the company now offers some of the most expansive entertainment options in the industry, boasting innovative theatrical concepts, B-Roll Bowling, Outtakes Arcade, Sterling’s and Johnnie’s bar and restaurant labels, pickleball, and much more. The company is celebrating 101 years of family ownership and delivers entertainment and movie magic through adherence to its core values of family, fun, innovation, joy, and integrity.