



B&B Theatres

Bringing Hollywood to
Your Hometown Since 1924

BBTHEATRES.COM

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A MAJOR LEAGUE TEAM-UP: B&B THEATRES PARTNERS WITH THE KANSAS CITY ROYALS!!

March 21, 2023 – B&B Theatres, a Kansas City-based (and the nation’s largest) privately-held theater chain, is thrilled to announce the official formation of a partnership with hometown heroes, The Kansas City Royals! The multifaceted arrangement will bring two Midwestern entertainment giants together for the first time and bring a little bit of the magic of the movies to Kauffman!

First of all, fans of B&B and the Royals will be excited to learn that B&B Theatres is now the provider of the **Official Popcorn of the Kansas City Royals!** Along with this announcement, B&B will introduce the **souvenir tub ‘Can of Corn’** available at the ballpark, which features a QR code redeemable for a free popcorn at any B&B Theatres location.

B&B will also be working with mutual friend organization **Variety: the children’s charity**, to host a **‘Pinch Hit’** game, a special event at The K where a portion of the proceeds will benefit local Kansas City individuals and families in need of mobility assistance. The date for that special charity function has yet to be determined.

Many are aware that B&B Theatres has led the industry in innovative theatrical seating, installing incredible and luxurious reclining seats in virtually all of its cinema locations nationwide. As part of this unique partnership, B&B Theatres will work with the Royals to integrate some of these plush recliners **in the stadium seating at Kauffman**, creating a new and exclusive seating block known as **The Best Seats in the House**. These seats will be awarded to fans at every homestand: some as upgrades for those ticketholders already in attendance, and others to members of the B&B Theatres Backstage Pass loyalty program (a **FREE** program sponsored by B&B....sign up online at bbtheatres.com!).

“Just like the Kansas City Royals, B&B Theatres is a company committed to Kansas City,” said Sarah Tourville, Executive Vice President, Chief Commercial and Community Impact Officer for the Kansas City Royals. “This partnership not only brings two great brands together but does so in a way that brings the magic of the movies to the ballpark. Whether that’s through upgraded, plush seats or the incredible popcorn. The support by B&B is just another sign of how Kansas City is embracing the boys in blue.”

B&B Theatres is proud to be a Kansas City company. This collaboration with the iconic and respected Royals organization is incredibly meaningful. Swing for the fences, and friends, and enjoy the magic of the movies!

Visit bbtheatres.com for a full list of showtimes, ticket prices, upcoming features, and lots more.

B&B Theatres believes in five core values: **family, fun, innovation, joy, and integrity.**

About B&B Theatres

Company History

B&B Theatres has been family owned and operated since 1924 when Elmer Bills Sr. opened a movie house in Salisbury, Missouri, where the future Mrs. Bills played the piano for silent movies. During the company’s 98 years and four generations of family involvement, it has seen the coming of sound, color, Technicolor, stadium seating, multiplexes, recliners, and digital cinema.

Current Operations

B&B Theatres is the 5th largest theatre chain in North America and operates 529 screens at 57 locations in Kansas, Iowa, Florida, Missouri, Mississippi, Oklahoma, Minnesota, Virginia, South Carolina, North Carolina, Texas, Washington, and Georgia.