



B&B Theatres

Bringing Hollywood to
Your Hometown Since 1924

BBTHEATRES.COM

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B&B THEATRES GETS "GLICKED" WITH RECORD-BREAKING WEEKEND!

November 25, 2024 – Glicked? Wickedator? Whichever you prefer, the cinema industry and B&B Theatres experienced an electrifying weekend as *Gladiator II* and *Wicked* stormed onto big screens, creating a phenomenon that will go down in moviegoing history. The excitement surrounding these two cinematic juggernauts propelled us at B&B Theatres to achieve four significant milestones across our 100-year history:

- Biggest Musical Opening (*Wicked*)
- Biggest November Weekend
- 8th Biggest Weekend Overall
- 12th Biggest Single Day Box Office Gross

The magic of *Wicked*'s beloved songs combined with the epic spectacle of *Gladiator II* drew audiences of all ages to our theaters, reaffirming the unique power of the big screen to create unforgettable shared experiences.

"This weekend wasn't just about breaking records, although we're always happy when that happens!", said Bob Bagby, CEO of B&B Theatres. "It was about celebrating the magic of cinema and further proving that the theatrical experience is alive and thriving. If Glicked is any indication, the future of the industry looks incredibly bright!"

As the holiday season unfolds, B&B Theatres is ready to build on this momentum with an exciting slate of films that will entertain, inspire, and bring communities together. From animated titles to holiday favorites, there's something for everyone!

For more information on upcoming films, B&B Theatres exclusive amenities, and their industry leadership in Inclusive Cinema, visit www.bbtheatres.com or contact Paul Farnsworth at paul.farnsworth@bbtheatres.com.

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 100 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 the largest privately held, operating over 550 screens at locations across fifteen states: Kansas, Iowa, Florida, Missouri, Mississippi, Oklahoma, Minnesota, Virginia, South Carolina, North Carolina, Texas, Washington, Georgia, Nebraska, and Ohio.