

SHOWROOM cinemas

For Immediate Release

DATE: 9/22/20

Further Information Contact:

Michael Sodano

mike@showroomcinemas.com

973-768-3855

ShowRoom Cinemas to Close Permanently

Beloved Independent Theater Locations Flattened by Pandemic

ShowRoom Cinemas in Asbury Park and Bradley Beach will not reopen for business. “It was a very difficult decision, but the reality is that we’re sinking under the weight of debt from being closed for six months,” stated co-founder Michael Sodano.

Both locations were shuttered on March 16th in response to the Covid-19 pandemic. On Labor Day weekend, Governor Murphy granted New Jersey movie theaters to reopen at 25% capacity with three days notice, which was not enough time for the independently run business to affect the changes necessary to restart movies on the big screen. “With 25% capacity and 100% expenses, the numbers just didn’t make any sense,” continued Sodano. “Simply keeping the doors closed cost a lot of money, but opening them at a quarter capacity would only lose more money faster.”

The theater in Asbury Park has been in business since 2009, and developed a loyal audience for independent film over 11 years. Bradley Beach was opened in May of 2019 after 7 months of renovation. The film exhibition business has changed dramatically over the past six months. Coronavirus has made audiences skittish about returning to indoor entertainment, and distributors are moving the opening of anticipated films further into the future due to that tepid audience response. Without an enticing product, there is less reason to leave the comfort and safety of one's own home. "We are not in control of capacity, the product or the audience, and it is becoming clear that the effects of the pandemic will linger well into 2021," said co-founder Nancy Sabino. "We'd love to see the theaters continue showing movies, we just can't afford to be the ones to make that happen any longer. We thank our loyal staff and devoted audiences for their support these past 11 years."

#