



FORT MASON CENTER
FOR ARTS & CULTURE

EMBARGOED

Until September 4, 2020, 12 p.m.

Fort Mason Center for Arts & Culture Announces FORT MASON FLIX, San Francisco's First Drive-In Movie Theater



Hit movies at an iconic location on the San Francisco Bay

(San Francisco, Calif.) – With drive-in theaters experiencing a renaissance around the country, Fort Mason Center for Arts & Culture (FMCAC) announces FORT MASON FLIX, a pop-up drive-in theater launching September 18, 2020. Housed on FMCAC's historic waterfront campus, FORT MASON FLIX will present a cornucopia of film programming; from family favorites to cult classics to blockbusters and arthouse cinema.

Running six days a week through October 18, FORT MASON FLIX will feature an oversized 40' x 20' high definition LED Screen. At 4500 nits, this powerhouse of a screen is up to ninety times brighter than a standard movie theater projector. This dynamic technology will provide a unique theater-going experience, allowing visitors to enjoy their favorite movie in broad day light as well as after sunset.

“Where better to host a drive-in than on the San Francisco Bay?” says Nick Kinsey, director, external affairs, FMCAC. “FORT MASON FLIX is a chance for us to once again transport and inspire people through art.”

To operate responsibly, FORT MASON FLIX will offer online ticket sales, contactless check-in and concessions, a limited capacity, safe physical distance between vehicles, regular cleaning of restrooms and PPE for all staff. Visitors will be required to wear masks at concessions, when using the restrooms and during any time they are not in their vehicle.

To support non-profits whose in-person programming has been cancelled, special screenings will be held in partnership with local film festivals and other non-profit organizations. These screenings will allow Bay Area non-profits to use the drive-in as a pop-up fundraiser and convene their communities for a special night of programming. Current Community Partners include Intersection for the Arts and The Long Now Foundation.

Fort Mason Center for Arts & Culture is proud to partner with DoTheBay, the official media partner of FORT MASON FLIX, and Xfinity. To celebrate the launch of FORT MASON FLIX, DoTheBay is hosting an exclusive giveaway: a complimentary car pass, plus food and drink voucher to the movie screening of the winner's choice. Enter to win at dothebay.com/flix

September Calendar:

Friday, Sept. 18

6pm: Minions
9pm: The Matrix

September 22-24

Special screenings TBA

Sunday, Sept. 27

6pm: Hairspray (1988)
9pm: Selena

Saturday, Sept 19

6pm: Xanadu
9pm: Spider-Man: Into the Spider-Verse

Friday, Sept. 25

6pm: The Lion King
9pm: Mad Max: Fury Road

Tuesday, Sept. 29

6pm: Gremlins
9pm: The Big Lebowski

Sunday, Sept. 20

6pm: Frozen
9pm: Purple Rain

Saturday, Sept. 26

6pm: Pee-wee's Big Adventure
9pm: Furious 7

Wednesday, Sept. 30

6pm: Labyrinth
9pm: Us

FORT MASON FLIX Information:

When: September 18 - October 18, 2020, Tuesday to Sunday, Two Daily Screenings

Where: Fort Mason Center for Arts & Culture, 2 Marina Boulevard, San Francisco, CA 94123

Price: \$49 per car.

Ticketing Information:

Tickets for September will be available Friday, September 4 at 12 p.m. Tickets can be purchased at fortmason.org/flix and DoTheBay.com/flix. Tickets for Community Partners events will be sold directly by those partner organizations.

About Fort Mason Center for Arts & Culture (FMCAC)

A decommissioned military installation converted into a nonprofit cultural center, FMCAC hosts a lively mix of arts, educational, and cultural programming. Each year FMCAC provides more than \$2 million in support to local arts organizations, enabling groups to produce diverse and innovative artworks at the historic waterfront campus. With a nearly four-decade history as an

arts and culture destination, FMCAC is now focused on reinvigorating its programming and amenities to better engage the evolving Bay Area creative community. Central to this new vision is the commissioning and presentation of adventurous and unconventional artworks best realized in nontraditional or historic settings.

For more information, visit fortmason.org.

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Partnership contacts: Organizations interested in participating in the non-profit Community Partners program should contact amanda@fortmason.org.

Organizations interested in sponsoring FORT MASON FLIX should contact brett@dothebay.com.



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