

Press Release: July 2009

We are proud to be  
 this year's recipient of the  
**“Variety International  
 Media Award for Print”**

Variety the Children's Charity of Illinois - Tent 26

The Variety International Media Awards recognize corporations for contributions in media to the charitable efforts of Variety Tents across the world. Publicity for their work on behalf of children is invaluable: it increases awareness and the impact of a Variety Tent on the children in its community as well as helps raise the needed funds enabling a Tent to reach more kids in need.

Variety Tent 26 Board President, Michelle Baert, nominated Movie Facts, Inc. for the award. She states:

“On behalf of Variety of Illinois, we would like to nominate Movie Facts Inc. for the International Media Award in the area of Print. For more than thirty-five years, Movie Facts, based in Des Plaines, Illinois, has been distributing in-theatre movie brochures to theatre circuits throughout the United States. During this time, thanks to Movie Facts' generous free placement of advertisements in the monthly brochure, Variety's mission to improve the lives of children has reached millions of theatre goers and beyond. In fact, for this past March over 1,300,000 brochures will be printed and distributed. But, it doesn't stop there. In addition to free advertising, a Variety logo along with an explanation about our “Kids on the Go!” program is permanently (and prominently) displayed on its Web site <http://moviefactsinc.com/pages/movies.html>. We thank Movie Facts for their years of support and commitment to Variety not only here in Illinois but around the country.”



The Variety International Media Award for Print was presented to Movie Facts at the 2009 Variety International Convention in London, England in May.



Variety “Kids on the Go” national ad in the July 2009 issue of Movie Facts for the Pickwick Theatre in Park Ridge, IL.

Movie Facts, Inc. has proudly provided complimentary advertising space for Variety of Illinois - Tent 26 since the early 1990s. We have always taken pleasure in promoting the **Gold Heart Pin Drive** throughout participating Illinois theatres. Most recently, we have provided additional advertising space to promote U.S. Variety's “Kids on the Go!” program nationwide.



Illinois Tent 26 Gold Heart Pin Drive ad in Movie Facts for the Nov. 2008- Feb. 2009 issue(s)

**For More Info, Please Visit Us At**  
**www.moviefactsinc.com**