



TRIBECA ENTERPRISES, IMAX AND AT&T ANNOUNCE NATIONWIDE SUMMER DRIVE-IN SERIES

*First-of-its-Kind Curated Program of Movies, Music and More
Coming to Drive-In Theatres and Exclusive Venues Beginning in June*

NEW YORK, MAY 6, 2020 – Tribeca Enterprises today announced a partnership with IMAX and AT&T to unveil “Tribeca Drive-In,” an all-new drive-in entertainment series that will take place this summer at drive-in theatres and other exclusive venues nationwide. The limited engagement series will provide families with a safe, comfortable entertainment experience in cities and towns across the country, as the nation takes steps to emerge from Coronavirus lockdowns.

“Tribeca Drive-In” will kick off on Thursday, June 25. The series will roll out to markets across the country throughout the summer, and will feature a curated selection of new, classic and independent films, as well as special music and sports events. The full programming line-up and ticket information will be announced in the coming weeks.

IMAX will bring its unique expertise as the world’s most immersive movie experience to serve as lead technology partner for “Tribeca Drive-In.” IMAX will utilize its exclusive Digital Re-Mastering (IMAX DMR®) process to enhance the image and sound of all “Tribeca Drive-In” presentations, provide technological support and equipment to optimize its venues and screens, and collaborate with Tribeca Enterprises to curate the program, drawing from its rich library of IMAX content.

“It’s in our DNA to bring people together through the arts, showing strength and resiliency when the world needs it the most,” said Tribeca Enterprises and Tribeca Film Festival Co-Founder and CEO Jane Rosenthal. “At a time when people are eager to connect and convene again after months-long social distancing, we’re taking the spirit of Tribeca around the country by creating a safe environment where audiences can come together and enjoy the sense of connection found by going to the movies.”

“We’re excited to give people something to look forward to this summer and reinvent a classic moviegoing experience for communities to enjoy together safely,” added Tribeca Enterprises and Tribeca Film Festival Co-Founder Robert De Niro.

“Communities, artists, and storytellers thrive on their connections to each other,” said Lupa Systems Founder and Tribeca Enterprises Co-Owner James Murdoch. “This is what Tribeca Enterprises was made for, and we couldn’t be more excited to partner with IMAX, AT&T, and civic leaders across the country to kindle those connections, together.”

“Perhaps now more than ever, Americans are craving opportunities to come together, enjoy storytelling and creativity as a community, and recapture the shared cultural experiences that are part of our

national identity,” said IMAX CEO Rich Gelfond. “We’re proud to partner with Tribeca Enterprises and AT&T to develop this innovative program, shed a little light in this challenging time, and remind people of the magic of going to the movies as we look forward to reopening theatres around the world.”

“Distanced but not distant, we’ve never craved connection more than now, and AT&T’s continued support of Tribeca is one more way we’re helping keep people connected to each other, the causes and stories they love,” said AT&T Communications Chief Brand Officer Fiona Carter. “Taking these movies, music, and special events to drive-in screens in communities across America is an ingenious solution that we’re proud to support as we stay #ConnectedTogether.”

"I know many drive-ins really appreciate the opportunity to work with Ms. Rosenthal and the Tribeca Enterprises team to bring content to our screens in this much-needed environment," said John Vincent, President of United Drive-In Theatre Owners Association.

Tribeca was founded to unify New York City in the aftermath of 9/11, rallying people through the arts to send a signal of resiliency to the world. Now, as America braces itself to emerge from months of social distancing caused by the COVID-19 pandemic, Tribeca aims to help people across the country feel the same sense of unity and strength by bringing audiences together for entertainment and fun in a way that’s both healthy and safe.

For each Drive-In event, Tribeca will work with local vendors to support small businesses and make the experience truly unique to each community. Programming will embody Tribeca’s ethos of unity and resiliency, and bring the storytellers and artists who breathe life into the Tribeca Film Festival to audiences everywhere.

The “Tribeca Drive-In” series will run throughout the summer in cities across the country. Additional locations and programming details will be announced in the coming weeks. For the latest updates, please visit tribecafilm.com

About Tribeca Enterprises

Tribeca Enterprises is a multi-platform storytelling company, established in 2003 by Robert De Niro and Jane Rosenthal. Tribeca provides artists with unique platforms to expand the audience for their work and broadens consumer access to experience storytelling, independent film, and media. The company operates a network of entertainment businesses including the Tribeca Film Festival; the Tribeca TV Festival; and its branded entertainment production arm, Tribeca Studios.

About IMAX Corporation

IMAX, an innovator in entertainment technology, combines proprietary software, architecture, and equipment to create experiences that take you beyond the edge of your seat to a world you’ve never imagined. Top filmmakers and studios are utilizing IMAX theatres to connect with audiences in extraordinary ways, and, as such, IMAX’s network is among the most important and successful theatrical distribution platforms for major event films around the globe.