

# DEAR FAMILIES



Your child has been learning from an education program called **Writing from Experience: Movies and Memories**. These language arts and social studies lessons focus on the role of filmed entertainment by showing how movies record and reflect events, tell stories, and affect the future.

In honor of its 100th anniversary, Loews Cineplex Entertainment is proud to announce the **Reel Memories Essay Contest** as a part of this education program.

**By writing a short essay, your child may be eligible to win a Loews Golden Age Family Gift Pack of movie tickets, concession giftcard, studio poster, and hat. Your child's teacher could receive movie tickets and a Scholastic gift certificate.**

Celebrate the magic of movies by sharing your favorite memories together.

Sincerely,



Steve Palm  
Scholastic Inc.



Michael P. Norris  
Loews Cineplex Entertainment

## Our Family's Reel Memories

Share your memories by answering these questions:

- What was your favorite movie as a child? Why?
- Where did you see this movie? What did the theater look like?
- What was it like to go to the movies when you were a child?  
Is today's moviegoing experience similar?
- What snacks did you like to get at the concession stand?

If possible, encourage your child to ask a grandparent or older relative these questions, too. Then watch your favorite movies together!

# REEL MEMORIES ESSAY CONTEST

## What to Do:

**WRITE:** Compose a one-page essay (approximately 250 words) on the topic.

**ENTER:** Complete the entry form and submit it to your teacher along with your essay, or mail it to the address on the entry form.

## Judging Criteria:

- Creativity
- Clear content
- Logical thought process
- Proper use of language

**Entries must be postmarked by February 28, 2005.**

## Essay Topic:

Describe your first movie theater experience! Explain what was memorable, and why it was important. Remember to include sensory details, such as the sights, sounds, and smells around you.



## Student Prizes

### 10 Grand Prize Winners Receive:

#### Loews Golden Age Family Gift Pack:

- Season Pass for two, \$50 concession giftcard, studio poster, and Loews 100th anniversary hat
- Scholastic's *The History of Moviemaking*

### 20 Runners-up Receive:

#### Loews Silver Screen Family Gift Pack:

- Four movie tickets, studio poster, and Loews 100th anniversary hat

## Teacher Prizes

### 10 Grand Prize Winners Receive:

- Two movie tickets
- \$50 Scholastic gift certificate

### 20 Runners-up Receive:

- Two movie tickets

## REEL MEMORIES ESSAY CONTEST ENTRY FORM

Complete this entry form, submit it to your teacher, and/or mail it with your essay by 2/28/05 to: Reel Memories Essay Contest, Loews Cineplex Entertainment, 711 Fifth Avenue, New York, NY 10022

Student name: \_\_\_\_\_ Grade: \_\_\_\_\_

School name: \_\_\_\_\_

Teacher name: \_\_\_\_\_

School address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

School phone: \_\_\_\_\_

Home phone: \_\_\_\_\_

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.** Subject to the Official Rules, available at [www.scholastic.com/moviesandmemories](http://www.scholastic.com/moviesandmemories) or by sending a stamped, self-addressed envelope to RULES, Loews Cineplex Entertainment, 711 Fifth Avenue, New York, NY 10022. Open only to students in grades 5 and 6 who are legal residents of the U.S. A minor in his/her state of residence should have his/her parent's or legal guardian's permission to enter. Void where prohibited by law. Entries will be accepted between 11/9/04 and 3/7/05. Entrants will be required to write a one-page (approx. 250-word) essay in English on the following topic: *Describe your first movie theater experience! Explain what was memorable, and why it was important.* Entries must be accompanied by a completed entry form available from your teacher or from the Web for download at [www.scholastic.com/moviesandmemories](http://www.scholastic.com/moviesandmemories); or entrants may type the following information on a plain sheet of 8 1/2" x 11" paper and send it along with the essay to the address below. Include student name, grade, school name, teacher name, school address, city, state, zip code, home phone number (including area code), and school phone number. Only one entry will be accepted from each entrant. Entries must be mailed in a stamped envelope to: Loews Cineplex Entertainment, 711 Fifth Avenue, New York, NY 10022, to be postmarked by 2/28/05 and received by 3/7/05. Odds of winning depend on number of eligible entries received. Taxes, if any, are the sole responsibility of Winners. Entries will be judged based on creativity, clear content, logical thought process, and proper use of language by an independent judging organization whose decision is final and binding. Ten (10) Grand Prize winners will receive a Loews Golden Age Family Gift Pack, which includes a Season Pass (The Loews Cineplex Entertainment Season Pass is not valid for features in Loews Cineplex IMAX Theaters and is not valid where contractual obligations prohibit. The Loews Cineplex Entertainment Season Pass expires one year from date of issue.) (ARV: \$1,500), \$50 concession giftcard (ARV: \$50), a studio poster (ARV: \$5) and a Loews 100th anniversary hat (ARV: \$5); Scholastic's *The History of Moviemaking* (ARV: \$19.95). Twenty (20) Runner-up winners will receive a Loews Silver Screen Gift Pack, which includes four movie tickets (ARV: \$20), a studio poster (ARV: \$5), and a Loews 100th anniversary hat (ARV: \$5). Teacher prizes: Each Grand Prize winner's teacher will receive a Movie Gift Pack of two tickets (ARV: \$10); \$50 Scholastic gift certificate. Each Runner-up winner's teacher will receive a Movie Gift Pack of two tickets (ARV: \$10). Classroom prizes: The classes of each Grand Prize winner will receive Loews 100th anniversary hats (ARV: \$5). See Official Rules for complete prize details and full terms and conditions. Winners will be notified on or about 4/11/05 by telephone and/or mail. **SPONSOR:** Loews Cineplex Entertainment, 711 Fifth Avenue, New York, NY 10022.