

# Going to the Movies Remains a Cost Effective Means of Entertainment



Nielsen Entertainment

- Despite widespread plans to cut discretionary spending this year, a night out at the movies remains one of the few affordable nights out for families and couples
- The holiday season is always one of Hollywood's busiest, and this year is no exception
- Families will have much to choose from at the theater this year
  - **Disney** unveils two family films this season -- the 3-D animated comedy Bolt, out on November 2nd, and the family-friendly Adam Sandler comedy Bedtime Stories, opening Christmas day
  - **Paramount** also doles out fare for the younger kids with Madagascar: Escape 2 Africa, the sequel to the blockbuster animated comedy that garnered more than \$190 million in 2005
  - **Warner Brothers** brings Four Christmases, opening November 26, in which newly-married couple Vince Vaughn and Reese Witherspoon, both from divorced parents, hop between four separate Christmas celebrations, and Jim Carrey stars as a man who decides to change his life by saying yes to everything in Yes Man, out December 12th
  - Ramping up the special effects and action sequences are the new James Bond film from **Sony**, Quantum of Solace with Daniel Craig, on November 14th, and the Keanu Reeves sci-fi thriller The Day The Earth Stood Still from **20th Century Fox**, out November 26th. **Lionsgate** brings us two action flicks -- the high-octane Transporter 3 on November 26th and the supernatural action film The Spirit starring Samuel L. Jackson, out on Christmas day