

**FOR IMMEDIATE RELEASE**



**Fabian 8 Cinema Opening Friday  
In Paterson, Silver Screens Shine Again After 17 Years**

Paterson, NJ, February 18, 2010 – Community Theater’s Fabian 8 Cinema opens Friday, February 19, 2010. The theater is located on the upper level of the new Center City Paterson mall at 301 Main Street in downtown Paterson. To celebrate the event, Paterson Mayor Jose “Joey” Torres will be present for a ribbon cutting at 4:00 PM and there will be drawings at each show for hats, t-shirts, free movie passes and concession treats.

Friday’s grand opening slate of first-run features includes *Valentine’s Day*, *Shutter Island*, *Percy Jackson and the Olympians*, *Dear John*, *The Wolfman*, *Avatar*, *Edge of Darkness*, and *Book of Eli*.

Ticket prices are \$10 for adults and \$7.50 for children and seniors. Matinee shows starting before 6 PM are \$8.00 for adults and \$6.00 for children and seniors. A standard \$3 surcharge is applied to tickets purchased for digital 3D movies.

About the theater

The 8 screen complex covers approximately 30,000 square feet and includes almost 1,200 seats. Each auditorium has comfortable high backed rocker seats with fold up armrests on extra-wide elevated rows that provide an unobstructed view of wall-to-wall screens. The theater features DTS and Dolby Digital sound on all screens. The Fabian boasts two auditoriums with Christie D-Cinema digital projectors and Real D 3D providing a life-like movie experience that engages the imagination, activates the senses and invites the audience not only to watch a film, but step into the action on screen. The Fabian 8 Cinema will have all the features of a major multi-plex scaled for an in-town setting including online tickets through [www.movietickets.com](http://www.movietickets.com) and self serve ticketing kiosks.

John Halecky, General Manager of Community Theaters stated, “We are very excited about bringing movies back to Paterson. Being located in the Center City Paterson mall creates a new concentrated hub of activity downtown with the convenience of shopping, dining and having the chance to enjoy *a two hour vacation* at the movies.”

## Paterson's Cinema History

“Paterson has had a rich cinema history dating back to the early days of motion picture production. It has been the birthplace of numerous entertainment figures, the location of important movie and television shoots and was the home of 14 legendary movie palaces in the last century.” Halecky said, “In acknowledging that history, we chose to revive the Fabian name. Jacob Fabian was an entrepreneur that introduced movies to Passaic County in the 1920’s and created an important early cinema circuit. On our marquee, we have replicated the neon letters still visible on the old Fabian façade on Church Street. Although the original Fabian Theatre closed 17 years ago, we were able to restore some original seats that will be a focal point of our lobby, along with photos and memorabilia that reflect Paterson’s cinematic past.”

The old will blend with the new at the Fabian 8 Cinema. Arriving at the upper level of Center City Paterson, the eye is immediately drawn to the theater entrance, looking exactly as one would imagine a movie house on Main Street, USA. An old fashioned blade sign spells out “Fabian” in neon channel letters and an illuminated clock conveniently offers the time. The reader boards that provide information about movies on screen, MPAA ratings and show times are energy efficient LED’s. The chase lights surrounding the entire marquee are environmentally friendly cold cathode lamps. In place of traditional poster cases, the entrance is flanked by vertically-oriented video monitors that show full motion movie trailers instead of static images.

### An independent focus on the community

“The Fabian 8 Cinema is an independent theater that will be tuned-in to the local community,” Halecky continued, “larger circuits pick their features to appeal to a generic audience. We have the flexibility to program regular Hollywood fare and also cater to the people who live in the area. Over a year ago, we began communicating with the curator of the New York Latino Film Festival to help track theatrical releases from outside the United States. Argentina, Brazil, Peru, The Dominican Republic and Mexico all have burgeoning film cultures. Paterson’s significant Asian and Middle Eastern populations will also find that we will include films from those regions as the theater moves forward. The theater is hosting a special screening commemorating Black History Month. In April, the Fabian 8 Cinema will provide the venue for the Passaic County Film Festival.”

While the theater is located on the upper level of Center City Paterson, its visibility extends throughout two additional floors of retail shops and two levels of on-premise parking through an innovative directory system. “To my knowledge, Center City is only the second shopping mall in the U.S. to install a touch screen interactive directory system.” Halecky said, “It’s like using a giant i-Pod. You can touch the screen to see a map of where you are and where you want to go. You can find out about the shops, restaurants and local information. You can watch movie trailers, view fashion show clips and see coming attractions.”

Noting that movie houses are always busy on rainy days, Halecky commented, “One of the things I like best about our location is that you can drive to Center City Paterson and take advantage of its well lighted underground parking without trudging through a huge outdoor parking lot. The theater is a block and a half from Paterson’s NJ Transit Main Line rail station and at the nexus of bus connections in town. If you arrive by mass transit or on foot, you can have dinner and a movie without needing an umbrella.”

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**Media Contact:** John Halecky, General Manager, Fabian 8 Cinema, phone (973) 754-1616 and email [info@fabian8.com](mailto:info@fabian8.com)

**News Event:** Ribbon Cutting at 4:00 PM on Friday, February 19, 2010

**Theater address:** 301 Main Street – Center City Paterson, Upper Level

**Theater Web Site:** [www.fabian8.com](http://www.fabian8.com)

**Box office recording:** (973) 754-1111

**Showtimes for opening weekend**

**Friday, Feb 19 through Sunday, February 21, 2010**

Valentine’s Day – 12:00, 2:30, 5:05, 7:50, 10:25

Book of Eli – 1:10, 3:50, 6:30, 9:20

Edge of Darkness – 1:20, 4:10, 6:50, 9:35

Dear John – 12:05, 2:25, 4:50, 7:20, 9:50

Avatar – 12:20, 3:30, 6:40, 9:55

The Wolfman – 12:05, 2:40, 5:00, 7:30, 10:00

Percy Jackson – 12:00, 2:35, 5:15, 7:45, 10:10

Shutter Island – 1:00, 4:00, 7:00, 10:15