



November 12, 2012

## "12 Gifts of Christmas" Cinematic Event Celebrates Christmas with Song, Stories and Comedy

***NCM<sup>®</sup> Fathom Events, 12 Gifts and New Life Present Holiday Celebration in Select Movie Theaters Nationwide on Tuesday, Dec. 11***

CENTENNIAL, Colo.--(BUSINESS WIRE)-- This holiday season NCM<sup>®</sup> Fathom Events, 12 Gifts and New Life bring the meaning, the magic and the music of Christmas to life with "[12 Gifts of Christmas](#)," a one-night cinematic event on Tuesday, Dec. 11 at 7:30 p.m. local time. Hosted by Lisa Whelchel of CBS' "Survivor: Philippines" and "The Facts of Life," the event features special musical performances from Grammy<sup>®</sup> award-winning artists Steven Curtis Chapman and Laura Story as well as personal and inspirational stories from speakers Patsy Clairmont, Luci Swindoll, Marilyn Meberg, Mary Beth Chapman and comedienne Anita Renfroe. Illusionist Harris III will also demonstrate the magic of Christmas, taking audiences on a magical journey as he transforms the setting into a holiday wonderland. The event is pre-recorded live from the 12 Gifts of Christmas Tour stops in St. Louis and Tulsa, Okla. on Dec. 1 and 2, respectively.

Tickets for "[12 Gifts of Christmas](#)" are available at participating theater box offices and online at [www.FathomEvents.com](http://www.FathomEvents.com). For a complete list of theater locations and prices, visit the NCM Fathom Events website (*theaters and participants are subject to change*). The event will be broadcast to nearly 600 select movie theaters across the country through NCM's exclusive [Digital Broadcast Network](#).

"The '12 Gifts of Christmas' tour is truly going to be a fun and faith-filled event for the whole family," said Whelchel. "I will be hosting this evening and my hope is that it will launch the festivities of your holiday and ground them in the celebration of the birth of Christ. Gather your whole family and enjoy the show."

Presented by NCM Fathom Events, 12 Gifts and [New Life](#), "[12 Gifts of Christmas](#)" uniquely tells the story of Christmas in a variety of ways while entertaining, teaching and engaging the entire family, from toddlers to grandparents. Audiences will leave this special in-theater event feeling inspired and reminded of the true meaning of Christmas and all of its incredible gifts.

"'[12 Gifts of Christmas](#)' will bring families together in movie theaters across the country as they celebrate the Christmas season," said Shelly Maxwell, executive vice president of NCM Fathom Events. "Story-tellers, award-winning musicians, a comic sensation and a master illusionist help bring the wonder of the season to life during this special event."

12 Gifts launches its first tour on Nov. 29 in Omaha, Neb. with "12 Gifts of Christmas." The 12-city tour will continue through Dec. 16 with stops in Atlanta, Denver, Wichita, Kan., Baltimore and Greensboro, N.C.

### **About National CineMedia (NCM)**

[NCM](#) operates NCM Media Networks, a leading integrated media company reaching U.S. consumers in movie theaters, online and through mobile technology. The [NCM Cinema Network](#) and [NCM Fathom Events](#) present cinema advertising and events across the nation's largest [digital in-theater network](#), comprised of theaters owned by AMC Entertainment Inc., Cinemark Holdings, Inc. (NYSE: CNK), Regal Entertainment Group (NYSE: RGC) and other leading regional theater circuits. NCM's theater advertising network covers 183 Designated Market Areas<sup>®</sup> (49 of the top 50) and includes over 19,300 screens (over 18,400 digital). During 2011, approximately 680 million patrons (on an annualized basis) attended movies shown in theaters in which NCM currently has exclusive, cinema advertising agreements in place. The [NCM Fathom Events](#) live digital broadcast network ("DBN") is comprised of over 720 locations in 170 Designated Market Areas<sup>®</sup> (including all of the top 50). The [NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with cinema, encompassing 41 entertainment-related websites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 48.6% interest in and is the managing member of National CineMedia LLC. For more information, visit [www.ncm.com](http://www.ncm.com) or [www.FathomEvents.com](http://www.FathomEvents.com).

### **About 12 Gifts:**

12 Gifts produces premier family entertainment experiences and events in arenas nationwide. Utilizing world-class artists, speakers and other performers, 12 Gifts provides families the opportunity to escape the everyday and be amazed and inspired through stories, songs and magic. Each event is filled with laughter, wonder and an invitation for families to see and celebrate the gifts in life.

For artwork/photos related to "12 Gifts of Christmas," click [here](#).

Download NCM's mobile app [CinemaSYNC](#) for enhanced Fathom Events content and information.

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