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DUDAMEL: Let the Children Play Inspirational Cinema Event Showcases Music's Influence on Children Featuring Gustavo Dudamel

NCM Fathom and TV Planet Present Special One-Night Event in More Than 400 Select Movie Theaters on Thursday, June 23

Also Includes Separate Interviews with Celebrities

CENTENNIAL, Colo.--(BUSINESS WIRE)-- Music universally unites people of all nations, ethnicities and religions and for one night only, ***DUDAMEL: Let the Children Play*** will take movie audiences on a journey into the world of symphony, conducting and the power of music to change lives. Directed by Alberto Arvelo, ***DUDAMEL: Let the Children Play*** makes its big screen premiere on Thursday, June 23 at 7:00 p.m. local time showcasing Gustavo Dudamel, the gifted Venezuelan music director/conductor of the Los Angeles Philharmonic. Dudamel leads this journey through the stories of young people experiencing the joy of music in the most diverse and contrasting corners of the world. As part of the in-theater event, a separate featurette "*Crescendo - Why Music is Life*," presented by CNN en Español, highlights interviews with celebrities including **Emilio Estefan, Daisy Fuentes, Luis Enrique** and others celebrating the impact music has had on their lives.

Tickets for ***DUDAMEL: Let the Children Play*** are available at participating theater box offices and online at www.FathomEvents.com. For a complete list of theater locations, prices and additional information, visit the Fathom website (*theaters and participants are subject to change*).

This special event is inspired by the Venezuelan musical and educational program, "El Sistema," which immerses children in the world of music, art, discipline, fun and creativity. Produced in seven different countries, ***DUDAMEL: Let the Children Play*** features groups of children in various cities across the globe who gather around and are inspired by Dudamel, himself a product of "El Sistema."

Presented by NCM Fathom, TV Planet and The Movie Machine, ***DUDAMEL: Let the Children Play*** will be broadcast in more than 400 movie theaters across the U.S. through NCM's exclusive [Digital Broadcast Network](#).

"***DUDAMEL: Let the Children Play*** has a simple message to all of us: music can change your life," said Dan Diamond, vice president of NCM Fathom. "Broadcast straight into local movie theaters across America featuring stories from diverse corners of the globe with gifted children and separate interviews with celebrities gathered by CNN en Español, this event presents an incredible opportunity to experience the joy of music and its power to bring people together."

For more information about ***DUDAMEL: Let the Children Play***, please visit www.dudamel.net.

For ***DUDAMEL: Let the Children Play*** artwork/photos, click [here](#).

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. [NCM Cinema Network](#) and [NCM Fathom](#) 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 170 Designated Market Areas® (49 of the top 50) and includes approximately 17,200 screens (16,100 digital). During 2010, over 680 million patrons attended movies shown in theaters currently included in NCM's network (including Consolidated Theatres, Rave Cinemas, Coming Attractions and Digiplex Destinations). The [NCM Fathom Events](#) broadcast network is comprised of over 600 locations in 163 Designated Market Areas® (all of the top 50). The [NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with cinema, encompassing 43 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.nationalcinemedia.com, www.ncm.com or www.FathomEvents.com.

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