



Press Release

April 2014

Vue Set to Show First National Theatre Live Autism Friendly Screening of The Curious Incident of the Dog in the Night-Time

Vue Entertainment is proud to announce it will be adding to its autism friendly offering with a screening of an Encore performance of *The Curious Incident of the Dog in the Night-Time* on 3rd June at 7pm*.

The award-winning National Theatre Live production, based on the acclaimed mystery novel by Mark Haddon, adapted by Simon Stephens and directed by Marianne Elliott, will be the first ever Autism Friendly Event Cinema screening. The production tells the story of 15 year-old Christopher John Francis Boone, who has Asperger's Syndrome. He discovers the slain body of his neighbour's poodle, Wellington, on the neighbour's front lawn one evening and sets out to uncover the murderer.

The screening will allow cinema goers who benefit from the subtle alterations made to the sensory-friendly cinema experience, to watch the powerfully moving production with friends and family in an inclusive surrounding.

Vue Marketing and Sales Director, Joanne Webb said: "We are delighted to be showing our first National Theatre Live Autism Friendly screening at Vue. We are dedicated to providing all of our customers with the best cinematic experience possible and endeavour to deliver the ultimate viewing experience specifically tailored to an individual's needs."

Dimensions, a national support provider for people with autism and learning disabilities, partners with Vue to advise on the necessary adjustments to make cinemas more accessible and inclusive for people who experience autism.

Reduced sound levels, increased lighting and advert-free content allow this audience group, their families and carers to be comfortable and feel fully included in the unique experience of a trip to the cinema.

Lisa Hopkins, Executive Director of Practice Development at Dimensions said: "Dimensions is very keen to promote inclusive environments so that people can enjoy a range of Autism Friendly entertainment. We are so pleased that Vue is enabling our audience to have more choice and further opportunities to have a cinema experience in an environment conducive to their needs.

"This will be the first Autism Friendly screening for The National Theatre Live and their production of *The Curious Incident of the Dog In the Night-time*. This is an exciting development in our partnership with Vue."

Vue's Autism Friendly screenings are available at 70 Vue Cinemas nationwide.

**Information and tickets for the Encore screening of The Curious Incident of the Dog in the Night-Time visit
myvue.com**

-Ends-

For further information please contact the Vue Entertainment press office at:

Clarion Communications

Tel: 020 7343 0910

E-mail: vue.team@clarioncomms.co.uk

About Vue Entertainment

Formed in May 2003, Vue Entertainment is a world class operator and developer of modern state-of-the-art multiplex cinemas. Following the recent acquisition of the Apollo UK circuit in May 2012, the takeover of CinemaxX in July 2012 and the acquisition of Multikino in May 2013, Vue is now operating over 1,300 screens across 146 multiplex cinemas in the UK, Ireland, Germany, Denmark, Portugal, Poland, Lithuania, Latvia and Taiwan. For further information visit www.myvue.com.