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

Paterson, NJ, February 17, 2010 – Community Theater’s Fabian 8 Cinema opens Friday. To celebrate, the new movie theater will hold drawings at each show for hats, t-shirts, free movie passes and concession treats. The theater is located on the upper level of the new Center City Paterson Mall at 301 Main Street in downtown Paterson.

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 theater covers approximately 30,000 square feet and includes almost 1,200 seats. In every theater, comfortable high backed rocker seats with fold up armrests are on extra-wide elevated rows that provide an unobstructed view of wall-to-wall screens. The theater features first-rate DTS digital sound on all screens. The Fabian boasts two auditoriums with Christie D-Cinema projectors and Real D 3D which provide a stunningly realistic 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 and advance ticket sales and self serve box-office kiosks.

John Halecky, General Manager of Community Theaters stated, “We are very excited about bringing movies back to Paterson. Being in 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 at the old Fabian façade on Church Street. Although the original Fabian Theatre closed 17 years ago, we were also able to salvage and restore sets of the original theater 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 like one would imagine a movie house on Main Street, USA. A vertical blade sign spells out “Fabian” in neon channel letters, an illuminated clock conveniently offers the time and reader boards provide information about what movies are on screen, MPAA ratings and showtimes. The reader boards are energy efficient LED’s. The chase lights surrounding the entire marquee are “green” rated 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,” he 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 curator of the New York Latino Film Festival to help us focus on theatrical releases from outside the United States. Argentina, Brazil, Peru, The Dominican Republic, 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 has already committed to hosting a special screening commemorating Black History Month. In April, the Fabian 8 Cinema will provide the venue for the Passaic County Film Festival.”

The theater is located on the upper level of Center City Paterson but its reach extends to two floors of additional retail space and two levels of on-premises parking. “To my knowledge, Center City is the second shopping mall in the U.S. to install a touch screen directory system with seven kiosk locations.” 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 parking lot. The theater is a block and a half from the NJ Transit Main Line 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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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