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Amherst Cinema reinstates indoor mask policy due to rise in COVID-19 case counts

Amherst, MA — Effective August 13, Amherst Cinema will limit theater capacity to 50% and face masks will be required for all guests, regardless of vaccination status. Guests may only remove their masks while eating or drinking in their theater seat.

“COVID-19 infections in Hampshire County are low relative to increased nationwide rates but growing,” says Yasmin Chin Eisenhauer, Executive Director. “Our patrons come from far and wide, and as such, we will continue to prioritize the health and well-being of the local and greater community, including our employees.”

What moviegoers can expect on August 13: For all shows, continued opportunities to physically distance while sharing the filmgoing experience; health and safety measures in effect (including improved air filtration and increased attention to cleanliness); and a line-up that continues to deliver an entertaining and eclectic selection of arthouse fare.

To accommodate varying comfort levels within the community, the Cinema will continue to offer “MASKED MORNINGS” on Saturday and Sundays. During these first screenings of the day, face coverings will be required for all guests, audience capacity will be capped at 25%, and no concessions will be sold. Additionally, for those not yet ready to return for an in-person experience, the Cinema’s artfully-curated Virtual Cinema platform remains an option.

Tickets are available online and at the Box Office. For more info, visit: www.AmherstCinema.org.

[Click here to learn more about the Big Screen Classics series.](#)

[Click here to learn more about the Sound and Vision series.](#)

[Click here for Amherst Cinema's full health and safety precautions.](#)

About Amherst Cinema

Amherst Cinema is an independent, nonprofit arts and education center brimming with world-class programs. The comfortable, fully accessible theater offers state-of-the-art projection and sound and is a welcoming crossroads for all. Amherst Cinema presents over 250 programs a year on four screens in more than 35 languages. The Cinema’s innovative education program for schoolchildren, See-Hear-Feel-Film, uses the immense power of cinema to teach young learners how to write their own stories. For more information, visit www.amherstcinema.org.

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