



December 23, 2021 – FOR IMMEDIATE RELEASE

Contact:

Yasmin Chin Eisenhauer  
Executive Director  
info@amherstcinema.org

**Amherst Cinema reduces theater capacity to 50% amid omicron variant concerns**  
*Updated vaccination policy will help ensure continued safety of audiences and staff*

**Amherst, MA** — Amherst Cinema announced today that effective December 24, the Cinema will reduce theater capacity to 50% in response to concerns about the omicron variant in Massachusetts. The Cinema continues to require all patrons to present proof of full COVID-19 vaccination to gain entry, and all guests are required to wear face masks throughout the building and may only remove masks while actively eating or drinking in their theater seats.

In a statement issued by the Cinema, the updated health and safety measures “will help ensure the continued well-being and safety of our audiences and staff, which remains our top priority as we continue to navigate the ever-changing COVID-19 landscape. Reducing audience capacity will enable all guests, at all shows, to physically distance while sharing the filmgoing experience.” Additionally, the Cinema will provide free face masks upon request in the lobby.

To accommodate varying comfort levels within the community, the Cinema continues to offer “Masked Mornings” on Saturday and Sundays. During these first screenings of the day, face coverings are required to be worn by all guests at all times, audience capacity is capped at 25%, and no concessions are 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.

Amherst Cinema’s thrilling holiday lineup includes: LICORICE PIZZA, written and directed by Paul Thomas Anderson (THERE WILL BE BLOOD, PHANTOM THREAD); the audacious new film, RED ROCKET, from writer-director Sean Baker (THE FLORIDA PROJECT, TANGERINE); award-winning film THE LOST DAUGHTER, directed by Maggie Gyllenhaal and starring Olivia Colman, based on the novel by Elena Ferrante; THE TENDER BAR directed George Clooney and starring Ben Affleck; and THE TRAGEDY OF MACBETH, opening on New Year’s Day, starring Denzel Washington and Frances McDormand in Joel Coen’s bold and fierce adaptation; a tale of murder, madness, ambition, and wrathful cunning.

Tickets are available online and at the Box Office. For more information, visit: [www.AmherstCinema.org](http://www.AmherstCinema.org)

The Cinema encourages patrons to arrive early to account for health and safety verifications. As Cinema requirements are subject to change, be sure to check the website for the latest information:  
[www.amherstcinema.org/health-safety-precautions](http://www.amherstcinema.org/health-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.

###