



March 25, 2022 – FOR IMMEDIATE RELEASE

Contact:

Yasmin Chin Eisenhauer  
Executive Director  
info@amherstcinema.org

## Amherst Cinema expands theater capacity to 75% and lifts vaccine requirement

**Amherst, MA** — Amherst Cinema announced today that effective March 25, the Cinema will expand audience capacity to 75% and will no longer require patrons to present proof of full COVID-19 vaccination. Effective April 1, the Cinema will return to full capacity and masks will be optional, appreciated but no longer required.

In a statement, the Cinema noted the updated health and safety measures remain consistent with local, state, and federal health and safety guidelines. “We’re thrilled to allow more people to experience the magic of the big screen, and as always, these measures are taken with the health and well-being of our staff and patrons in mind. It is our intention and hope that a phased approach will give filmgoers and staff time to adjust.”

Face masks are available upon request, at no cost in the Cinema’s lobby.

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 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.

The Cinema’s spring line-up promises an entertaining and eclectic menu of arthouse fare.

Forthcoming first-run features include: EVERYTHING EVERYWHERE ALL AT ONCE (opens April 8), a mind-bending multiverse fantasy starring Michelle Yeoh, and MEMORIA (opening May 13), by Palme D’or winning director Apichatpong Weerasethakul (UNCLE BOONMEE WHO CAN RECALL HIS PAST LIVES), and starring Academy Award winner Tilda Swinton.

Specialty programming continues with popular series: Late Nights, National Theater Live, New Films from Germany and Stage Russia HD. Celebrating the theatrical rerelease of David Lynch’s INLAND EMPIRE, Amherst Cinema is proud to present a selection of five films from throughout the director’s storied career. Tapping into the dark subconscious of the American dream, these surreal broadcasts are in turns moving, disturbing, and beautiful—sometimes all at once. Join us as we survey Lynch’s world across 30 years with a recurring cast of actors, including Laura Dern, Kyle MacLachlan, Jack Nance, Grace Zabriskie, Harry Dean Stanton, Justin Theroux, and more.

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

As the Cinema continues to operate in a fluid environment, Cinema requirements are subject to change. Please 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.

###