

# Membership Updates

March 2021



We say it often because it's true—**Members are our other half!** From the moment our doors opened in 2006, we have been supported by Members whose annual contribution supports each and every corner of our operation. Throughout the pandemic, Membership has been more important than ever in keeping the Cinema going. We feel your generosity and are tremendously grateful to have you in our corner. **THANK YOU!**

With our thanks, we are excited to share news of restored benefits of Membership:

- **VIRTUAL CINEMA TICKET DISCOUNTS**

As of March 2021, Members receive \$3 off all films available at AmherstCinemaAtHome.org. New coupon codes will be emailed to all Members at the start of each month.

- **IN-PERSON TICKET DISCOUNTS**

As of March 12, 2021, small group ticketed screenings of newly released films are available for the regular price of admission. This means Members pay \$7.50 instead of the general admission price of \$10.75. For details on how to book your small group screening, [click here](#).

- **FREE POPCORN AND BEVERAGES**

Our beloved popcorn will also be available during small group ticketed screenings. Members can now redeem their free popcorns and beverages!

Plus:

- **Free-to-Members events** continue in our Virtual Cinema.
- **Member of the Month** drawings continue, with winners receiving free Virtual Cinema movies and a month of free in-person movies upon our full reopening.

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## Membership Extension Offer:

When our doors closed on March 12, 2020, we never expected it would be a whole year before our public reopening. Yet, here we are now. In appreciation of your patience, our offer to Members to extend their Membership by the length of our closure stands. At this time, Members have two options:

**Option 1:** We invite Members to consider their past year's Membership as a donation. This generosity will greatly support our organization's recovery. To choose this option, you need to take no further action.

**Option 2:** We understand that there are many reasons to be a Member, and that the tangible benefits are among these. Members who wish to have their expiration date extended can certainly do so. You are eligible for the number of months your Membership was active while benefits were unavailable during the Cinema's closure. Extensions cannot exceed 12 months. This offer is valid through August 31, 2021. Members can make this request by calling our office between 10AM and 2PM, M-F: 413-253-2547 x0.

**To learn more, join, or renew your Membership, visit: [AmherstCinema.Org/Membership](https://AmherstCinema.Org/Membership)**