



## **Bedrock & Emagine Entertainment to open Monroe Street Drive-In Powered By Emagine in the heart of Downtown**

- Drive-In a continuation of Bedrock’s “Decked Out Detroit” Initiative
- Temporary theater to open January 22, 2021 with screening of the 1993 classic *Jurassic Park*
- Additional films and showtimes every Thursday, Friday, Saturday and Sunday through spring
- Monroe Street Drive-In Powered By Emagine brings the silver screen back to historic theater district site
- Visit [deckedoutdetroit.com](https://deckedoutdetroit.com) for full information on downtown dining, shopping and entertainment experiences

Click [HERE](#) to download high-resolution images

**January 12, 2021 [DETROIT]** – Bedrock, Detroit’s largest real estate company, and Emagine Entertainment, metro Detroit’s leader in luxury theatres, are teaming up to premiere the Monroe Street Drive-In Powered By Emagine movie theater in the heart of downtown Detroit. Beginning with an Opening Night screening of the 1993 classic *Jurassic Park* on January 22, 2021 the state-of-the-art outdoor screen will show family-friendly feature films, just steps from Campus Martius Park and downtown’s Woodward shopping district.

The Monroe Street Drive-In Powered By Emagine is a continuation of Bedrock’s multi-million dollar “Decked Out Detroit” initiative in partnership with the Rocket Community Fund.

“Movies have always offered us a couple of hours to unplug and escape, and that has never seemed more important than now,” said Ivy Greaner, Chief Operating Officer at Bedrock. “The drive-in theater is our way of offering the community a way to get out of the house and safely enjoy a night out for the whole family.”

Monroe Street Drive-In Powered By Emagine will operate in partnership with Emagine Entertainment, with showtimes every Thursday, Friday, Saturday and Sunday at 7 pm, beginning January 22, 2021. The temporary drive-in experience promises to feature all of the amenities guests have come to love about an Emagine showing, including interactive lighting,

leading AV technology and a modular concessions pavilion serving traditional movie theater concessions. There will also be warming areas, plantings and public restroom trailers.

“We are thrilled to partner with Bedrock Detroit to bring our operational expertise together for this exciting project in the city of Detroit. We have always taken pride in providing an exceptional viewing experience for our guests and look forward to bringing Emagine’s prowess to this project,” said Anthony LaVerde, CEO of Emagine Entertainment.

“It is an absolute honor to be working with the world-class team of professionals at Bedrock Detroit. Being part of the team to showcase movies once again in this historic theater district of Detroit represents a great opportunity for all involved. Providing guests with an exemplary out-of-home movie-going experience has always been our objective at Emagine and now we can further that mission at the Monroe Street Drive-In.” added Paul Glantz, Co-Founder/Chairman of Emagine Entertainment.

The temporary theater will enforce all of the latest COVID-19 health and safety regulations, including social distancing and mask wearing guidelines while guests are outside of their vehicles.

## **SHOWTIMES & THEATER INFORMATION**

Monroe Street Drive-In Powered By Emagine will feature a 60x32 ft digital projection screen on the site of the future Monroe Blocks development at 32 Monroe Street, Detroit, MI 48226.

All showtimes and programming will be managed by Emagine Entertainment and the site will include parking for up to 65 vehicles including outdoor seating, pedestrian paths, concession pavilions and lighting, and warming areas.

Showtimes will begin at 7 p.m. every Thursday, Friday, Saturday and Sunday beginning January 22, 2021 with:

- Friday, January 22: *Jurassic Park* - 1993
- Saturday, January 23: *Shrek* - 2001
- Sunday, January 24: *Back to the Future* – 1985

Tickets will cost \$20 per vehicle and will be available in the coming days at [emagine-entertainment.com](https://emagine-entertainment.com). Additionally, tickets can be purchased in-person at the Monroe Street Drive-In Powered By Emagine when gates open at 6 pm starting January 22, 2021.

Additional movie and showtimes will be released on a weekly basis.

For additional information, or to purchase tickets, click [HERE](#).

## **COMMUNITY ENGAGEMENT**

Bedrock is working with the Rocket Community Fund and Emagine Entertainment to ensure that all of Detroit has the opportunity to enjoy the Monroe Street Drive-In Powered By Emagine and other “Decked Out Detroit” opportunities at a discounted price.

Initially, Bedrock has reserved January 22, 2021 as a complimentary special pre-screening for local Detroiters at the Monroe Street Drive-In Powered By Emagine.

“Our goal was to create an exciting and new experience for all of Detroit,” said Nadia Sesay, Chief Community Growth and Development Officer at Bedrock. “With the theater located on the site of Detroit’s first theater district, we wanted our local community to be the first to enjoy Monroe Street Drive-In.”

The temporary theater is not only situated in the heart of downtown, but sits on the historic Monroe Block, which was home to Detroit’s first theater district. At its peak in the early 1900s, six movie theaters called Monroe Street home - including the National Theatre, whose 1911 era façade still stands.

Additionally, for one night each month Bedrock will work with local schools, community and neighborhood groups to ensure that they will be able to enjoy a family-friendly screening free-of-charge.

“This past year has encouraged us all to be creative in how we spend time making memories with our loved ones,” Sesay continued. “This drive-in movie theater allows us to partner with our local community to create meaningful opportunities for all Detroiters to come together to safely enjoy a film in the middle of downtown Detroit.”

To date, Bedrock and the Rocket Community Fund have invested more than \$200 million into Detroit-based organizations and programming, with team members of the Family of Companies contributing more than 415,000 volunteer hours within the community.

### **ADDITIONAL “DECKED OUT DETROIT EXPERIENCES”**

While downtown, movie goers are encouraged to enjoy a variety of dining and shopping experiences at “Decked Out Detroit’s” many safe and cozy outdoor dining areas.

To make things easy, Monroe Street Drive-In patrons are able to order take out from a variety of downtown restaurants to be delivered to their vehicles. Additionally, patrons can choose to eat before or after the movie at different dining areas – all of which feature their own distinct partially enclosed pergolas, including custom space heaters, tables, chairs and much more!

Visitors can order food, beverage and alcohol from a variety of participating restaurants, providing a one-of-a-kind outdoor dining experience.

Click [HERE](#) for a map of participating restaurants and retailers.

### **PARKING**

“Decked Out Detroit” has made parking easier than ever. All visitors who make a purchase from a participating retailer, restaurant or attend a Monroe Street Drive-In Powered By Emagine

feature film will receive validation for eight hours of complimentary parking at Bedrock-operated parking garages.

Additionally, now through March 13 Bedrock is offering \$10 discounts on all Lyft rides to and from Detroit every Saturday between 10 am – 8 pm. Enter the code **BedrockDetroit** in the Lyft app to receive the discount.

Click [HERE](#) for a map of participating parking decks.

Decked out Detroit is part of Bedrock's ongoing effort to support Detroit small businesses and the community at large as they grapple with the COVID-19 pandemic and the resulting government lockdowns.

For additional information visit [deckedoutdetroit.com](https://deckedoutdetroit.com)

## **About Bedrock**

Detroit-based Bedrock is a full-service real estate firm specializing in acquiring, developing, leasing, financing and managing commercial and residential buildings. Since its founding in 2011, Bedrock and its affiliates have invested and committed more than \$5.6 billion to acquiring and developing more than 100 properties, including new construction of ground up developments in downtown Detroit and Cleveland totaling more than 18 million square feet.

Bedrock's real estate portfolio consists of hundreds of office tenants, retailers and restaurants in Detroit's technology-centric downtown, the majority of which are new to the market. Key office tenants include Coyote Logistics, IBM, Microsoft, Quicken Loans, LinkedIn, StockX, Universal McCann, UBS, Ally Bank's national headquarters and Fifth Third Bank's regional headquarters. Key retail tenants include H&M, The Lip Bar, 6 Salon, Lululemon, Shake Shack, Eatori and countless others.

Bedrock is currently developing transformational projects including the Hudson's Site and the Book Tower renovation. Bedrock is also undergoing construction of City Modern, a community development in Detroit's Brush Park neighborhood. Partnering with Detroit-based Shinola, Bedrock developed the world's first Shinola Hotel on Woodward Avenue, which opened in early 2019.

Bedrock is dedicated to creating jobs for Detroiters and investing in job training and has invested in both the Randolph & Breithaupt Career and Technical Centers to build a pipeline of talent for Detroit's growing economy.

Creating unique experiences through real estate is Bedrock's mission. To make this a reality, Bedrock and its affiliates continuously invest in significant public art installations and placemaking initiatives throughout the city.

For more information on Bedrock's projects, visit [bedrockdetroit.com](https://bedrockdetroit.com) or engage with us on [Twitter](#) and [Facebook](#).

Click [here](#) to view a complete timeline of Bedrock and the Rock Family of Companies' engagement within the Detroit community.

### **About Emagine Entertainment**

Emagine Entertainment's affiliates own and operate luxury theatres in Michigan, Illinois, Minnesota and Wisconsin. Emagine operates theatres with a combined 23,141 seats and 244 screens. Emagine has led the way in bringing luxury theatres to the metropolitan Detroit market. Emagine enjoys the honor and distinction of being named "Best Movie Theatre" for several years running by the ***Detroit Free Press***, the ***Detroit News***, and ***WDIV*** television. Emagine has been named "Best Theater to See a First Run Movie" by ***Hour Magazine*** consecutively for the past 9 years.

Emagine is a recognized innovator in the theatrical exhibition industry having been the first theatre chain in the world to convert to 100% digital projection. In 1997, Cinema Hollywood (now Emagine Birch Run) was the first theatre in Michigan to open with all stadium seating. Emagine was the first to introduce 4K projection to the Detroit market and it boasted three of the first 100 Dolby Atmos® immersive sound systems deployed worldwide. On December 15, 2017, Emagine began operating the largest movie screen in the State of Michigan with the opening of its **Super EMAX** auditorium (featuring laser projection technology) at its megaplex in Novi, Michigan and on December 19, 2019, Emagine opened the largest CinemaScope screen in the Midwest at its Emagine Canton/Westland location. Paul Glantz, Chairman of Emagine Entertainment, has been interviewed on CNN concerning his views and opinions on the operation of luxury theatres. On February 28, 2018, Emagine Entertainment, Inc. and 7-time BET Award-winning and Grammy® nominated superstar **Big Sean** (Sean Anderson), announced their joint venture agreement to develop, ***Sean Anderson Theatre, powered by Emagine***, a world class cinematic and live music entertainment center in Detroit (and potentially at other sites around the U.S., as well). The new partnership is actively scouting prospective sites in Detroit. For more information, please visit [www.emagine-entertainment.com](http://www.emagine-entertainment.com)

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