


Beat the Heat

OFFICIAL RULES

1. Cards will be distributed at Southside Works Cinema box office and at select promotional partners while supplies last.
2. Cardholders will earn awards based on the number of stamps collected by seeing select films at Southside Works Cinema.
3. Cards must be stamped at the time of original ticket purchase. No credit will be given if a ticket stub is presented at a later date or time.
4. Only the following symbol will be accepted as a valid stamp: 
5. All stamps must be on one card. Stamps may not be transferred from multiple cards to earn rewards.
6. Stamps are earned for purchased tickets only. (Credit card, cash or gift card)
7. If one of the featured titles listed on the card has its release date changed to a date after 8/24/07, that title will be treated as an additional “Your Choice” space.
8. “Your Choice” spaces can be stamped when purchasing a ticket for any film not specifically listed on the Beat the Heat card. “Your Choice” spaces may also be stamped for a repeat viewing of one of the featured titles.
9. Stamps must be collected before August 31, 2007.
10. Cards may be redeemed for only one of the following awards:
 - Free Medium Popcorn – 5 stamps
 - Free Movie Admission – 8 or 9 stamps
 - Free Movie Admission and Free Medium Popcorn – 10 Stamps
11. Cards with five or more stamps may be redeemed at anytime for one free medium popcorn.
12. Cards with 8 or more stamps can be redeemed for a free movie from September 1, 2007 to October 31, 2007.
13. All awards must be claimed by October 31, 2007
14. Southside Works Cinema reserves the right to end this program without notice to cardholders.