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**FOR IMMEDIATE RELEASE**



**Fox Theatre Kicks Off the 2024 Coca-Cola Summer Film Festival with Exciting Pre-Show Activations**

**Including Themed Photo Booths, a Traditional Dance Performance and Special Guest Appearances**

**ATLANTA (Aug. 22, 2024) –**The Fox Theatre is thrilled to announce a series of exclusive activations as part of the 2024 Coca-Cola Summer Film Festival, which begins **Aug. 23 and goes through Aug. 25**. Attendees can look forward to a variety of enticing pre-show experiences designed to enhance the magic of each screening. Tickets are still available at [foxtheatre.org](https://www.foxtheatre.org/events).

**Friday, Aug. 23 – “The Breakfast Club” | 7:30 p.m.**

*Retro Photo Booth by B98.5 FM:*

Starting at 5 p.m., celebrate the 80s with a visit to the Theater’s retro-themed photo booth, presented by B98.5. Located in the main lobby of the Theater, this booth will feature a nostalgic backdrop perfect for capturing your best Gen X look. The photo booth will be open for all showings throughout the festival, with themed backdrops tailored to each film.

*Live DJ Set:*

Inside the Marquee Club, guests with club access can enjoy a live DJ set spinning classic 80s hits to set the mood before the film begins.

**Saturday, Aug. 24 – “The Little Mermaid” Sing-along | 3 p.m.**

*Georgia Aquarium Character Meet and Greet:*

Starting at 2 p.m., families can dive into the world of “The Little Mermaid” with special guest appearances from the Georgia Aquarium’s Betty the Dolphin and Domino the Whale Shark. These characters will be available to all guests for a photo opportunity in the main lobby, making this an unforgettable experience for children and adults alike. Inside the Marquee Club, guests with club access will encounter additional surprise special guests and a little more mermaid magic!

**Saturday, Aug. 24 – “Bohemian Rhapsody” Sing-along | 7:30 p.m.**

*Freddie Mercury Costume Contest*

Starting at 6:30 p.m., Queen fans are invited to honor one of the greatest frontmen ever: Freddie Mercury. Come dressed in one of Mercury’s iconic looks and join the costume contest before the film and sing-along begin.

**Sunday, Aug. 25 – “Casablanca” | 1 p.m.**

*Retro Photo Booth by B98.5 FM:*

Travel back in time starting at noon with an eclectic photo opportunity inspired by Rick’s Café Americain at our photo booth presented by B98.5. Marquee Club members can enjoy signature cocktails before being swept to 1940’s Morocco for the cinematic masterpiece, “Casablanca.”

**Sunday, Aug. 25 – “West Side Story” | 6:30 p.m.**

*Live Performance by Son Boricua Dancers and Percussionists:*

Arriving at 5 p.m., guests will be immersed in the vibrant energy of “West Side Story” with a live *bomba y plena* performance by Son Boriqua Dance Company in the Fox Theatre’s main lobby. Guests will be greeted with lively music and dance as they enter, setting an exhilarating tone before the screening begins.

**Ticketing and Additional Information**

For more information on these activations and to purchase tickets, visit [foxtheatre.org](https://protect-us.mimecast.com/s/v0QXCOYoRKcNvKACmEBXS?domain=secure-web.cisco.com) or call 855-285-8499.

**2024 Coca-Cola Summer Film Festival Schedule:**

* **Friday, Aug. 23 at 7:30 p.m. – “The Breakfast Club” (1985)**
* **Saturday, Aug. 24 at 3 p.m. – “The Little Mermaid” (1989) Sing-along**
* **Saturday, Aug. 24 at 7:30 p.m. – “Bohemian Rhapsody” (2018) Sing-along**
* **Sunday, Aug. 25 at 1 p.m. – “Casablanca” (1942)**
* **Sunday, Aug. 25 at 6:30 p.m. – “West Side Story” (1961)**

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**About the Fox Theatre**  
The Fox Theatre is one of Atlanta's premier venues for live entertainment, welcoming more than 250 performances a year in its 4,665-seat theatre. From concerts to ballets, comedy, and movies, the historic venue attracts more than 500,000 visitors annually. The theatre also hosts over 100 annual private events like wedding receptions, trade shows, corporate meetings, and association functions in two fabulous ballrooms. The Fox’s premium Marquee Club presented by Lexus, is a 10,000-square-foot, three-story luxury bar accessible to all Club Level ticket holders or annual members of the Fox Theatre. As a 501(c)(3) nonprofit arts organization, the Fox Theatre stands today as a fiercely protected landmark and a nationally acclaimed theatre. The Fox Theatre proudly acknowledges its partners for their generous support: Coca-Cola, Lexus, Georgian Terrace Hotel, Georgia Natural Gas, and Regions Bank. Tickets for all events are available at [FoxTheatre.org](https://protect-us.mimecast.com/s/v0QXCOYoRKcNvKACmEBXS?domain=secure-web.cisco.com), or toll-free at 855-285-8499. Stay connected by following the Fox Theatre on social via @theFoxTheatre on [Instagram](https://protect-us.mimecast.com/s/SE2wCPNp8Li03x4HxEXzY?domain=secure-web.cisco.com), [X](https://protect-us.mimecast.com/s/6oQPCQWqRMHXoW6i7XoPc?domain=secure-web.cisco.com), [and Facebook](https://protect-us.mimecast.com/s/kDgUCR6r7NtG5LrIZrWlF?domain=secure-web.cisco.com).

**Notable accolades** Notable accolades include 2024 Billboard Magazine #1 Highest Grossing Theatre Worldwide (5,000 seats or less); 2023 VenuesNow Magazine #2 Year-End Top Stops (2,001-5,000 seats); 2022 IEBA Theatre of the Year; 2021 Billboard Magazine #1 Highest Grossing Theatre Worldwide (5,000 seats or less); 2021 Pollstar Magazine #2 Theatre Worldwide in Ticket Sales and 2021 VenuesNow Magazine #2 Year-End Top Stops (2,001-5,000 seats). Additionally, in 2019, the Fox Theatre was honored with the VenuesNow #1 Top Stop of the Decade Award for Tickets Sold, further cementing its reputation as a premier entertainment venue.