



## **Regal Debuts Reimagined Roller Coaster Intro Before All Showtimes on May 8**

**KNOXVILLE, Tenn., May 8, 2026** – On Friday, May 8, Regal is launching a fan-favorite movie theatre tradition with the debut of a reimagined version of its famous roller coaster intro before all showtimes. Regal moviegoers rely on the roller coaster as the visual cue to announce the start of their feature presentations, but the animated intro was in need of a modern refresh that also honors its nostalgia.

“At Regal, we’re continuing to innovate the moviegoing experience in ways that feel modern, immersive, and uniquely ours,” said Vikki Neil, Head of Marketing at Regal. “Whether that’s through theatre renovations, themed concessions, creative promotions, or familiar moments like the Regal Roller Coaster, we want to further connect our guests to the thrill of moviegoing with every visit.”

First appearing in 1993, the roller coaster intro was quickly adopted as a moviegoing tradition at Regal theatres when an executive attended a public showtime where he witnessed guests raising their hands and mimicking the ride’s movements. Since then, the animated coaster has received three major updates in 2002, 2010, and 2015 with minor revisions to the background visuals to keep partnerships with food and beverage vendors current.

On Friday, May 8, guests seeing the new [Regal Roller Coaster](#) for the first time will notice homages to the four previous intros, which include the film strip coaster track and the fresh popped popcorn ending. Visual additions to the new animated intro like the ICEE cup frosting over as the coaster passes and the three themed planets representing the three most popular moviegoing genres—horror, family, and sci-fi—require multiple viewings to enjoy the entire opening spectacle.

Redesigned to improve customization, the Regal Roller Coaster also offers more promotional opportunities for studio partners to engage with moviegoers and food and beverage vendors to introduce new snacks at concessions stands nationwide. Previous versions of the animated intro featured character appearances from the *Minions* and *Zootopia* franchises to announce their upcoming releases, and the new coaster will make it even easier to include movie cameos to surprise Regal guests.

With audiences returning in large groups to Regal theatres for current and upcoming releases like *The Devil Wears Prada 2* and *Mortal Kombat II*, the enhanced roller coaster arrives alongside these films as a modern evolution of a fan-favorite tradition. Following its May 8 debut, members of [Regal Unlimited](#) can use their subscriptions to see even more movies and frequently revisit, rewatch, and uncover the new intro's many hidden Easter eggs.

### **About Regal**

Regal operates one of the largest and most geographically diverse theatre circuits in the United States, consisting of 5,386 screens in 394 theatres in 41 states, along with the District of Columbia and Guam as of April 30, 2026. Regal is focused on delivering the best moviegoing experience by providing our guests with the largest selection of premium large formats (including 4DX, IMAX, RPX, and ScreenX), the only unlimited subscription program, and enhanced food and beverage offerings to make every visit to the theatre a truly memorable experience. Additional information is available at [REGmovies.com](http://REGmovies.com).

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