



Regal Celebrates Record-Breaking Summer with First-Ever Rewards Week

KNOXVILLE, Tenn., Aug. 31, 2026 – From Sept. 4 to Sept. 9, Regal is hosting Regal Rewards Week, where loyalty program members will receive 30% or more off tickets, including premium formats like Standard IMAX, 4DX, ScreenX, and RPX.

"After coming off a record-breaking summer for Regal, we're excited to celebrate our rewards members by offering our first-ever rewards week," said Vikki Neil, Head of Marketing at Regal. "As our team continues to find new ways to make our loyalty members feel valued, this is just the beginning of how we're saying thank you."

Starting on Sept. 4, Regal Rewards Week will give back to Regal's loyal moviegoers by recognizing the crucial role they played in driving a historic year at the box office. Audiences can enjoy unbeatable value while they watch, rewatch, or catch up on some of the biggest hits of the year, including *Spider-Man: Brand New Day*, *The Odyssey*, *The Dog Stars*, and *PAW Patrol: The Dino Movie*.

In addition to this incredible discount, Regal Rewards members can cool off and grab a late-summer snack with a free small ICEE and \$5 off a small popcorn (while supplies last), included with ticket purchase at select locations. These Regal Rewards Week savings and perks are available exclusively to members of Regal Crown Club, which guests can join for free at REGmovies.com/membership.

Advance tickets are available now at theatre box offices/kiosks, on the mobile app, and through REGmovies.com. For even more savings, members can upgrade to [Regal Rewards+](#), a monthly membership offering a free rolling movie ticket and concession discounts, or [Regal Unlimited](#), where subscribers see as many movies as they want, whenever they want.

About Regal Global Entertainment

Regal Global Entertainment operates the second-largest theatrical exhibition business in the world with 7,648 screens across 629 locations. Through its Cinema

City, Cineworld, Picturehouse, Planet, and Regal brands, the company is committed to delivering exceptional moviegoing experiences through premium large formats, innovative loyalty and subscription programs, enhanced food and beverage offerings, and outstanding guest service.

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