



## THE VANS WARPED TOUR 15<sup>TH</sup> ANNIVERSARY CELEBRATION ROCKS BIG SCREENS NATIONWIDE IN AN EXCLUSIVE ONE-NIGHT EVENT THIS SEPTEMBER

***NCM Fathom and 4Fini Present Anniversary Celebration Event in  
More than 460 Movie Theaters Nationwide Featuring Performances by 3OH!3,  
All-American Rejects, Bad Religion, blink-182, Katy Perry,  
NOFX, Rise Against and Many More***

Centennial, Colo. – July 22, 2009 – The Vans Warped Tour®, also known as “punk rock summer camp” to its fans, celebrates its 15<sup>th</sup> anniversary with a special theatrical event in more than 460 movie theaters on Thursday, Sept. 17<sup>th</sup>. The [Vans Warped Tour 15<sup>th</sup> Anniversary Celebration](#) one-night event is a first in movie theaters and will feature two-hours of all-star headliner performances recorded in Los Angeles including exclusive, theater-only appearances from several top acts who have kick-started their careers on the Vans Warped Tour, as well as red carpet clips and special behind-the-scenes access footage.

Tickets to the ***Vans Warped Tour 15<sup>th</sup> Anniversary Celebration*** on Sept. 17<sup>th</sup> at 8:00 p.m. ET / 7:00 p.m. CT / 6:00 p.m. MT and 8:00 p.m. PT (tape delay) are available at participating theater box offices and online at [www.FathomEvents.com](http://www.FathomEvents.com). For a complete list of theater locations and prices, please visit the web site (*theaters and participants may be subject to change*).

Presented by NCM Fathom and 4Fini, this exclusive [Vans Warped Tour 15<sup>th</sup> Anniversary Celebration](#) event will include performances from some of the tour’s most popular artists, including 3OH!3, The Aggrolites, All-American Rejects, Bad Religion, blink-182, The

Decaydance All Stars, Ice T, Katy Perry, NoFX, Ozomatli, Pennywise, Rise Against and Underoath captured live at the Nokia Theater in Los Angeles on September 6<sup>th</sup>.

Vans Warped Tour will make a donation to MusiCares in association with this event. Offering a wide-range of programs and services to members of the music community, MusiCares® ensures they have a place to turn to in times of financial, medical and personal need.

“This event has been specially created to give Vans Warped Tour fans a chance to gather nationwide in celebration of 15 incredible years and hear these amazing bands who got their start here,” said Dan Diamond, vice president of Fathom. “One-of-a-kind performances from super groups, special behind-the-scenes access, red carpet clips and an exclusive, theater-only performance from Katy Perry are just a taste of what fans will experience from the comfort of their local movie theater.”

The Vans Warped Tour is North America's longest-running touring festival. Appealing to everyone from traditional punk fans to backpacking hip hop kids to metal heads, the traveling punk rock circus has its finger on the pulse of the most fiery acts in music.

“I consider Warped Tour to be an essential summer rite of passage for bands and crowds alike,” said Pete Wentz of The Decaydance All Stars. “I have met some of my best friends there and was introduced to new music, baby wipe showers and dry shampoo for the first time. More than anything I look forward to it every summer as a daylong escape for one hot day. And it’s especially cool that people are going to see the Warped Tour in a new setting – movie theaters – with the Anniversary special.”

The [\*\*Vans Warped Tour 15<sup>th</sup> Anniversary Celebration\*\*](#) appears on the big screen in high-definition with Cinema Surround Sound in 464 select AMC Entertainment Inc., Celebration! Cinema, Cinemark USA Inc., Cobb Theatres, Georgia Theatre Co., Goodrich Quality Theaters, Hollywood Theaters, Kerasotes Showplace Theatres, Marcus Theatres, National Amusements and Regal Entertainment Group movie theaters, as well as Arlington Theatre (Santa Barbara, CA) and Carolina Asheville (Asheville, NC), through NCM’s exclusive Digital Broadcast Network.

The ***Vans Warped Tour 15<sup>th</sup> Anniversary Celebration*** is being executive produced by tour founder Kevin Lyman and head of marketing and sponsorships Sarah Baer; event media strategist Spencer Proffer serves as co-executive producer and Hank Neuberger CEO of Springboard Productions is in charge of filming the event with his acclaimed team.

#### **About National CineMedia**

National CineMedia (NCM) LLC operates the largest digital in-theater network in North America through long-term agreements with its founding members, AMC Entertainment Inc., Cinemark Holdings, Inc. (NYSE: CNK) and Regal Entertainment Group (NYSE: RGC), the three largest theater operators in the U.S., and through multi-year agreements with several other theater operators. NCM LLC produces and distributes its FirstLook pre feature program; cinema, lobby, and online advertising products; comprehensive meeting and event services and other entertainment programming content. NCM LLC's national network includes approximately 16,800 screens of which approximately 15,600 are part of the company's Digital Content Network (DCN). NCM LLC's network covers 171 Designated Market Areas(R) (49 of the top 50). During 2008, approximately 660 million patrons attended movies shown in theaters currently included in the network (excluding Consolidated Theatres). National CineMedia, Inc. (NASDAQ: NCMII) owns a 41.5% interest in and is the managing member of NCM LLC. For additional information, visit [www.ncm.com](http://www.ncm.com).

#### **About The VANS WARPED TOUR®**

The **VANS WARPED TOUR®** is well established as America's longest-running touring festival, breaking up-and-coming indie talent as well as showcasing established artists since 1995. It has cemented its place in history by playing a major role in bringing punk-rock/skate/action sports culture from the underground to the forefront of American youth culture, while at the same time creating awareness and taking action towards environmental and causes and helping those in need. The traveling punk rock summer camp features a diverse array of artists as well as a variety of lifestyle attractions for its traditionally low ticket price. For more information on the tour that Alternative Press readers voted the "Best Tour/Festival" of 2009 and Rolling Stone called "America's most successful festival" (2005), go to: [www.warpedtour.com](http://www.warpedtour.com).

#### **About MusiCares®**

Established in 1989 by The Recording Academy®, MusiCares® provides a safety net of critical assistance for music people in times of need. MusiCares' services and resources cover a wide range of financial, medical and personal emergencies, and each case is treated with integrity and confidentiality. MusiCares also focuses the resources and attention of the music industry on human service issues that directly impact the health and welfare of the music community. For more information, please visit [www.musicares.com](http://www.musicares.com).

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#### **MEDIA CONTACTS:**

Michelle Portillo  
**NCM Fathom**  
(303) 792-8651  
[michelle.portillo@ncm.com](mailto:michelle.portillo@ncm.com)

Erik Stein or Eve Samuels  
Scoop Marketing for **NCM Fathom**  
(213) 639-6162 / (213) 639-6166  
[estein@solters.com](mailto:estein@solters.com) / [esamuels@solters.com](mailto:esamuels@solters.com)

Kristine Ashton-Magnuson  
MSO for **Vans Warped Tour**  
(818) 380-0400 ext. 233  
[kashton@msopr.com](mailto:kashton@msopr.com)

Libby Coffey  
MSO for **Vans Warped Tour**  
(818) 380-0400 ext. 224  
[LCoffey@msopr.com](mailto:LCoffey@msopr.com)

Christina Cassidy  
The GRAMMY Foundation/**MusiCares Foundation**  
310.392.3777 (ph)  
[christina.cassidy@grammy.com](mailto:christina.cassidy@grammy.com)