

Summer's Coming to the Beach Theater

-John Hoty

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Filmgoers and beachgoers rejoice! As the summer tide rolls in, we can expect to be flushed with big studio releases and small art house features, all of which will find a welcome home at 315 Corey Avenue on St. Pete Beach as the historical **Beach Theater** continues to provide the ideal venue for cinema lovers year-round. No other local theater serves up quite as much variety and spectacle as Michael France's **Beach Theater**, no matter what the season or occasion. From their daily themes featuring cult classics, indie hits, blockbusters and foreign films, the **Beach Theater** goes beyond our expectations by inviting every variety of movie lover and critic to come in, relax and enjoy the show.

Open all week long and showcasing new themes throughout the week, the **Beach Theater** is ready to welcome in the summer season with a hot new roster of special events and activities sure to provide audiences with the perfect score to sate their summer flicks fix. Kick off the week with "Indie Mondays" for the latest and greatest in independent films; Saturdays are still reserved for the "Free Kids Matinee" starting at 10am where, you guessed it, kids get in FREE; and every Sunday night you can experience the opera as if you were seated high in the balconies of a Roman arena, absorbing the *La Scala Opera* series as the **Beach Theater** presents them all in lavish High Definition and Dolby Digital Surround Sound! Encore, you say? Don't forget about the *Rocky Horror Picture Show* every Saturday night at midnight where locals and yokels come together to recreate the cult phenomenon in true *Rocky Horror* fashion – a local event so popular and entertaining, you'd have to be comatose not to enjoy yourself here. And if it's an afternoon movie you're looking for, the king of all matinee idols, *Indiana Jones*, will be back this May, as well as another contender for the crown of summer blockbuster kings, *Iron Man*. Catch all the high-flying, death-defying action here at the **Beach Theater!**

Film lovers, as well as locals looking for a cool way to beat the heat, can rest easy knowing that the **Beach Theater's** new owner, Michael France, has reclaimed all of the theater's historical charms and accords while serving up a host of new options to suit every filmgoer's palate. For those who are not familiar with Mr. France's own contributions to the movie world, he must be thanked for writing some of the most popular movies of the last 15 years, including *Cliffhanger*, *GoldenEye*, *The Punisher*, *The Hulk* and *Fantastic Four*. This guy has proved that he knows exactly how to entertain us and as a St. Pete Beach resident, we can expect that he'll make it priority #1 that we'll continue loving what his silver screens have to offer. Lots more info regarding showtimes, coming attractions, merchandise, and special events is available on their website: www.beachtheater.com. Get on the mailing list and stay up-to-date with what Michael and his team are planning, from upcoming events and features to the latest in studio flicks and limited releases.

Check out the website or just stop by the historical **Beach Theater** on St. Pete Beach and let the experience of going to the movies (America's truest and greatest past time) take you on yet another magical journey. Pass the popcorn!