



TUCSON MUSEUM of ART

AND HISTORIC BLOCK

FOR IMMEDIATE RELEASE

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Cinema La Placita Moves to TMA Plaza

First show: May 5

Cinema La Placita, the downtown outdoor movie series that has become a summertime tradition, has joined with the Tucson Museum of Art and Historic Block to continue the series in the museum's plaza.

The move to the Tucson Museum of Art will bring several benefits to the event, including food from TMA's Café a la C'art, food trucks, and beer and wine available for sale to enjoy during the movie.

Prior to last season and following news that La Placita Village would be undergoing renovation, Cinema La Placita moved from its longtime location in La Placita Village to the courtyard of the historic Pima County Courthouse. However, the historic courthouse began a two-year restoration project the day after Cinema La Placita wrapped up its season in August requiring another move.

"The Tucson Museum of Art reached out to me at just the right time," said Erika O'Dowd, director of Cinema La Placita. "I couldn't be more excited about this upcoming season in the museum's beautiful plaza."

The outdoor film series will be held in the Plaza of the Pioneers, outside the Tucson Museum of Art main entrance at 140 N. Main Ave. Admission will remain the same as the past 17 years at \$3, and popcorn is free. Parking is available in the museum parking lot. There also is ample street parking in the surrounding area. Street parking is free after 5 p.m.

Since May 2000, Cinema La Placita has been showing classic movies outdoors in downtown Tucson. More than 375 films have been shown to more than 75,000 moviegoers over 17 years of operation. The 2017 season begins May 4 and runs every Thursday night through August 25. Shows begin at 7:30 p.m.

Chairs are provided but moviegoers can bring their own. Smoking is not allowed. Alcohol is not permitted except by purchase. Patrons are welcome to bring a picnic dinner.

About Cinema La Placita

Cinema La Placita, Inc. is a 501c3 nonprofit corporation. All proceeds contribute directly to the programming of the film series. Sponsorship and donation information can be found at www.cinemataplacita.com. Follow Cinema La Placita on Facebook at www.facebook.com/cinemataplacita or on Twitter at www.twitter.com/cinemataplacita

Museum Directions

The Museum is located at 140 N. Main Avenue in historic downtown Tucson at the crossroads of West Alameda Street and North Main Avenue. Parking is free in the Museum's lot on West Washington Street.

About the Tucson Museum of Art and Historic Block

The Tucson Museum of Art and Historic Block's mission is *Connecting Art to Life*. The Museum was founded in 1924 in the El Presidio Historic District of downtown Tucson. It is Southern Arizona's premier presenter of fine art and art education programs.

The Museum features permanent and traveling exhibitions of Modern and Contemporary, Native American, American West, Latin American, and Asian art. The 74,000 square foot Museum offers guided tours, education programs, and studio art classes in a contemporary building. The Museum's Historic Block of 19th and 20th C. adobe and Mission Revival-style buildings, encompassing an entire four-acre city block, includes the John K. Goodman Pavilion of Western Art, displaying the Museum's notable art of the American West collection, the highly acclaimed Museum restaurant Café a la C'Art, and additional exhibition and studio spaces. For more information, please visit www.TucsonMuseumofArt.org or call (520) 624-2333. Follow the latest events on Facebook, Instagram, and Twitter. TMA is a private 501(c)(3) charitable arts and education organization.