

Silverspot Cinema now open at The Promenade

The Silverspot Cinema at The Promenade at Coconut Creek had its first regular public screening last Friday.

Francisco Schlotterbeck, CEO of Silverspot Cinema, gave members of the local media a tour of

the eleven-screen theater at last Tuesday.

He pointed out how there is no box office as can be found at traditional multiplexes. Guests will be able to purchase tickets online, using debit or credit cards at the seven

self-service machines, or with cash at the guest services or concession areas.

While restaurant staff trained and other employees in red uniforms cleaned, Schlotterbeck answered questions after a screening of the trailer for "Jurassic World."

Members of the media tested the large, hand-stitched, leather seats, including those that are in the row closest to each screen and feature individual ottomans.

Silverspot Cinema, which features a restaurant and bar, will hire 60 employees to fill entry-level through management positions, the re-

lease stated.

"We are excited to bring our concept and entertainment venue destination to South Florida with what we expect to be the best place in the area to see a movie," Schlotterbeck said in a press release.

In addition to its Naples and Coconut Creek locations, Silverspot Cinema has 87 screens under various stages of development nationwide.

The Promenade at Coconut Creek is located at 4443 Lyons Road.

Visit Silverspot.net and ThePromenadeAtCoconutCreek.com.



PRESENTATION Left, Francisco Schlotterbeck, CEO of Silverspot Cinema, explains the features of the Coconut Creek theater during a media tour. Above, members of the media try out the leather seats.

PHOTOS/ANDRES DAVID LOPEZ



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