



## Alamo Draffhouse Cinema DFW Announces Location #4: Alamo Little Elm

Dallas – January 21, 2015—Alamo Draffhouse Cinema DFW announces today that the fourth location of the Alamo Draffhouse in North Texas is in the Denton County Town of Little Elm. Alamo Draffhouse Little Elm will open in the first quarter of 2016. The theater plans to open in the newly developing, Main Marketplace at the northwest corner of Main Street and FM 423.

“Stepping into Denton County and being a part of the massive growth happening in Little Elm is very exciting. Additionally having an Alamo closer to UNT and TWU as well as landing in the same city with another great Austin-centric brand, Hula Hut, makes this the perfect combination. We can’t wait to open our doors to the community and put on Alamo-sized movies and events in Little Elm,” said Bill DiGaetano, COO/Owner Alamo Draffhouse Cinema DFW.

Alamo Draffhouse Little Elm will be a state of the art location. Each of the eight auditoriums will be equipped with the latest in 4K digital projection, precise screen-size-to-room ratio, and 7.1 Dolby Surround Sound. Select auditoriums will also feature 35mm projectors so fans can experience classic and repertory films as they were meant to be seen. In addition to the superior AV equipment, the layout of each theater eliminates the traditional front row, ensuring every seat in the house allows for an optimal viewing experience. In addition to in-theater dining, Alamo Little Elm will feature a large lounge and all-weather patio offering an extensive menu of local draft and bottled beers, wine, cocktails and freshly made food. The lounge will offer patrons an inviting place to socialize whether they are waiting for a movie or simply coming to sample the made-from-scratch food, cocktails and craft beer.

“Little Elm has worked very hard to carve out its niche in an extremely competitive development market,” said David Hillock, mayor of Little Elm. “Finding the right partners and unique venues are key. We were lucky that Goveia Commercial Real Estate helped us land Wired.com’s ‘Coolest Movie Theater in the World’ in Little Elm, a fresh, young town heading in the same direction.”

“Following on the heels of Hula Hut, another Austin original, Alamo Draffthouse will feel right at home at Goveia’s project and surrounded by the unique culture and relaxed atmosphere our lakeside community has to offer. As a community, we are very excited that Alamo Draffthouse has decided to call Little Elm home,” Hillock concluded.

California-based Goveia Commercial Real Estate is behind the development of the forthcoming Main Marketplace, which will be home to Alamo Draffthouse Little Elm. In addition to Alamo Draffthouse, the 18-acre development will house 114,000-square feet of restaurants and retail.

“We are delighted to work with Mayor Hillock and his team to bring Alamo Draffthouse Cinema to our project, Main Marketplace, and know that this will be a perfect fit for the Town of Little Elm and its future,” said Joe Goveia, president, Goveia Commercial Real Estate.

For developments on Alamo Draffthouse Little Elm, follow us on Facebook & Twitter.

**Facebook:** [facebook.com/AlamoDraffthouseDFW](https://facebook.com/AlamoDraffthouseDFW)

**Twitter:** [twitter.com/AlamoDFW](https://twitter.com/AlamoDFW)

**Website:** [draffthouse.com/dfw](https://draffthouse.com/dfw)

**Alamo Draffthouse social media:**

Facebook: [facebook.com/AlamoDraffthouse](https://facebook.com/AlamoDraffthouse)

Twitter: [twitter.com/draffthouse](https://twitter.com/draffthouse)

YouTube: [youtube.com/alamodraffthouse](https://youtube.com/alamodraffthouse)

Tumblr: [birthmoviesdeath.com/](https://birthmoviesdeath.com/)

Instagram: [instagram.com/draffhouse](https://www.instagram.com/draffhouse)  
Vimeo: [vimeo.com/alamodraffhouse](https://vimeo.com/alamodraffhouse)  
Website: [draffhouse.com](http://draffhouse.com)

About the Alamo Draffhouse Cinema:

Tim and Karrie League founded Alamo Draffhouse Cinema in 1997 as a single-screen mom and pop repertory theater in Austin. 17 years later, the now 19-location chain has been named "the best theater in America" by Entertainment Weekly and "the best theater in the world" by Wired.com. The Alamo Draffhouse Cinema has built a reputation as a movie lover's oasis not only by combining food and drink service with the movie-going experience, but also introducing unique programming and high profile, star studded special events. Alamo Draffhouse Founder & CEO, Tim League, created Fantastic Fest, a world renowned film festival dubbed "The Geek Telluride" by Variety. Fantastic Fest showcases eight days of genre cinema from independents, international filmmakers and major Hollywood studios. The Alamo Draffhouse's collectible art gallery, Mondo, offers breathtaking, original products featuring designs from world-famous artists based on licenses for popular TV and Movie properties including Star Wars, Star Trek & Universal Monsters. The Alamo Draffhouse Cinema is expanding its brand in new and exciting ways, including Draffhouse Films, which has garnered two Academy Award nominations in its short three-year existence and Badass Digest, an entertainment news blog curated by veteran journalist, Devin Faraci.

Alamo Draffhouse DFW won two important accolades in 2014: Best Theater Dallas Observer 2014 and D Magazine's Reader's Choice for Best Theater for 2014. Alamo Draffhouse Cinemas DFW opened in Richardson August 2013 and will open in Dallas on South Lamar mid-2015 with a third location opening in Las Colinas in early 2016.

###