

THE ASIAN AGE

CINEMA-ON-WHEELS ARRIVES AT THEME PARK



Mumbai: Theme Park Imagica has collaborated with UFO Moviez, India's largest digital cinema distribution network and in-cinema advertising platform, to bring UFO's Caravan of Joy, a movie-on-wheels concept to Imagica. Visitors can avail of the facility with overnight camp stay and breakfast included, available all through the weekends till February 23.

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Imagica Turns Into Destination Love With UFO's Caravan Of Joy

UFO's Caravan of Joy brings a unique movie viewing experience to add to the Valentine's excitement throughout the weekends of the month of love at Imagica

Valentine's Day is the number one occasion that we set aside to express our love and admiration for the most important people in our lives. Not everyone fancies flowers and chocolates. Some thrive on adventure, while still wanting a little romance thrown in there too. Thus to celebrate the season of love, Imagica is transforming itself into 'Destination Love' offering a specially designed, Valentine's Special Staycation package. The package entails the chance to enjoy a rollercoaster romance aboard the thrill rides within the Theme Park, or stroll around the beautiful lagoon area and click numerous pictures against the picturesque backdrop of Imagica Capital. Add to it, a candle lit dinner with a delectable three course meal at Arrmada, overlooking the lagoon is certifiably going to etch a permanent mark in your significant other's heart.

Post an adventure filled day and dinner at the Theme Park, the package also offers the opportunity for tent camping under the charming starry night, making it a perfect staycation option.

To elevate the experience a notch higher, Imagica has collaborated with UFO Moviez, India's largest digital cinema distribution network and in-cinema advertising platform, to bring UFO's Caravan of Joy- a movie-on-wheels concept to Imagica. Simply put, it is a unique and mesmerizing movie-viewing extravaganza coupled with overnight camp stay and breakfast included, available all through the weekends till 23rd February. UFO's Caravan of Joy is set to differentiate Valentine's Day and step up the overall experiential quotient at Imagica as one shall benefit from spending quality time together nestled under the open air, unplugging from their regularly scheduled life. UFO's Caravan of Joy promises to be an extravagant visual feast, filled with joy, music, romance and loads of theatrical magic.

Excited about this innovative, experience enhancing concept, Raveendra Singh, Head of Marketing and Strategy said, "At Imagica, our constant endeavor is to make every occasion memorable by offering varied and unique experiences, year-on-year. Therefore by bringing UFO's Caravan of Joy to Imagica, we have turned Imagica into a destination of love by blending together joy, love and the magic of movies. Intent here is to provide the perfect enchanting ambience and let the magic unfold by allowing people to rediscover the joy of togetherness as they camp amid the beauty of nature; cool breeze blowing under a blanket of stars!"

Commenting on the initiative, Siddharth Bhardwaj, CMO & National Sales Head, UFO Moviez said, "It gives us immense pleasure to announce this strategic partnership with 'Imagica' one of the leading weekend family destinations in the country. UFO being a pioneer in India's Digital Cinema Distribution space, we are sure that this corporation will only help to strengthen our long-term vision of bringing joy through the medium of Cinema at a pan India level. Being a leader in the in-cinema advertisement space, today we are the preferred choice of various corporate houses, brands and creative agencies. Caravan Talkies is an endeavor towards this mission fulfillment where it gives us accessibility and last mile connectivity at the grass root level. He further added, "We find the season of Valentine as a perfect fit towards taking our customer engagement program to the next level. During this period, UFO's Caravan of Joy will move across Imagica, where it will create an exciting opportunity for people to enjoy their favorite Movies under the Stars. We are certain that this partnership will work wonders for us."

For those who haven't made up their minds yet and are looking for a perfect place to celebrate love, Imagica is the place to be!