

REV UP MOVIE NIGHT

HOST A “DRIVE IN” SHOWING

Looking for a fun and creative new way to get families excited for your movie nights? Boost interest and attendance by creating your own “drive in” showing with some cardboard boxes and a little imagination. This idea is easy, inexpensive and keeps your little patrons busy for hours!

MATERIALS NEEDED

Cardboard boxes big enough for children to sit in, box cutters for the adults to use, acrylic paints, brushes of various sizes, paper plates, tape, glue, cups and blankets (optional).



Photo courtesy of <http://www.notjustahousewife.net>

STEP 1) GATHER YOUR BOXES.

This may take a little bit of finessing in terms of soliciting box donations from patrons and local businesses. Remember, you want your boxes big enough to comfortably fit a child. Seal the bottoms with extra packing tape.

STEP 2) ADVERTISE YOUR EVENT AND PICK YOUR MOVIE.

Create fliers, post announcements, post to your social media accounts and advertise on your website to draw interest in this event. It may help to have a sign-up sheet for this event, so you can get an accurate number of boxes that you will need. Don't forget to encourage your patrons to bring blankets to make their “cars” more comfortable. Next, book your showing by calling your Movie Licensing USA representative. Great movies for this event include *Cars*, *Cars 2*, *Herbie Fully Loaded* and *Chitty Chitty Bang Bang*.

STEP 3) START PAINTING!

On the night of your event, grab your boxes and your paint, and let imaginations run wild! Big brushes will help painting the “cars” go quicker, while smaller brushes will keep kids occupied for longer stretches of time.

STEP 4) CUT IT OUT.

While kids are painting, parents can do the cutting. These cardboard cars can be cut before they are painted or after they have dried. To keep the car sturdy, fold in the sides of the boxes.

Encourage parents to customize their child's creation with windows, doors and shapes. A windshield can even be made by folding down one of the flaps of the box and taping the top fold to its bottom half, then cutting out the center. Once the cars are dry, have the kids glue on the paper plates for wheels and cups for headlights. The kids can even make a vanity license plate with their name on it.

STEP 5) PARK AND WATCH THE SHOW.

Once your cars are finished, it's time to “park” them for the show. Have the kids park their car where they want to watch the movie. Pass out some movie themed treats like popcorn or theater candy to keep inside of their boxes during the movie. After the show, encourage families to take their cars home!

SOME GREAT MOVIES TO SHOW!

