



FOR IMMEDIATE RELEASE
December 9, 2015

THE MCCOY UNVEILS THE MERSHAD DIGITAL EXPERIENCE JANUARY 2 & 3

Through a generous gift from the Mershad Family Foundation, the McCoy is now equipped to show movies in ultra high-definition with a new state-of-the-art, digital projection and sound system. The trailblazing quality of the new equipment delivers superior brightness and color rendering with digital surround sound, offering a full-immersion experience into your favorite movies.

The Jeanne B. McCoy Community Center for the Arts (100 W. Dublin-Granville Rd., New Albany) debuts the Mershad Digital Experience on Saturday, January 2, at 7:30 pm with *Avengers: Age of Ultron* and Sunday, January 3, at 2 pm with *The Lego Movie*. **Admission is free.**

Avengers: Age of Ultron (2015)

Rated PG-13 – Shown in 4K

Saturday, January 2, 7:30 pm

Robert Downey Jr., Chris Evans, Mark Ruffalo, Chris Hemsworth, Scarlett Johansson, Jeremy Renner

When Tony Stark tries to jumpstart a dormant peacekeeping program, things go awry and Earth's mightiest heroes, including Iron Man, Captain America, Thor, the Incredible Hulk, Black Widow, and Hawkeye, are put to the ultimate test as the fate of the planet hangs in the balance. As the villainous Ultron emerges, it is up to the Avengers to stop him from enacting his terrible plans, and soon uneasy alliances and unexpected action pave the way for a global adventure.

The Lego Movie (2014)

Rated PG – Shown in 4K

Saturday, January 3, 2 pm

Chris Pratt, Will Ferrell, Elizabeth Banks

An ordinary Lego construction worker, thought to be prophesied as “special,” is recruited to join a quest to stop an evil tyrant from gluing the Lego universe into eternal stasis.

The Mershad Digital Experience is made possible through the generous support of the Mershad Family Foundation with additional support from Abercrombie & Fitch.

www.McCoyCenter.org

CALENDAR LISTING

The McCoy Center presents The Mershad Digital Experience showings of:

AVENGERS: AGE OF ULTRON

Saturday, January 2, 7:30 pm

THE LEGO MOVIE

Sunday, January 3, 2 pm

McCoy Center (100 W. Dublin-Granville Rd., New Albany)

Be one of the first to experience the trailblazing quality of the McCoy Center for the Arts' new Mershad Digital Experience, offering full immersion into your favorite films with ultra high-definition, state-of-the-art digital projection and sound. **Admission is free.**

www.McCoyCenter.org.

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Support for the McCoy is provided by the New Albany Community Foundation.

About the Jeanne B. McCoy Community Center for the Arts

The Jeanne B. McCoy Community Center for the Arts, Inc. is a 501(c)(3) non-profit corporation, established in 2007 by a unique joint operating agreement between the New Albany Community Foundation, the City of New Albany, Plain Township, and the New Albany Plain Local School District. Since opening in 2008, the McCoy Center has drawn more than 100,000 people, fulfilling its mission of fostering an appreciation of arts and culture by providing life-long learning opportunities through education, exposure, and participation. For more information, visit www.mccoycenter.org.

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