

The Silver Screen Under The Stars

Infinity Park's Popular Monday Movie Madness Series Returns For 10th Year

by John Arthur

Writer for and on behalf of the City of Glendale

Days of sunshine and warm nights under the stars signal that another summer is nearly here for residents of Colorado. For Glendale's *Infinity Park*, that means another season of *Monday Movie Madness* events. Celebrating its tenth year in 2017, Monday Movie Madness has been one of the venue's most popular event series since its inception a decade ago.

The free film screenings held on the rugby pitch were initially conceptualized as a way for the city to show appreciation for its residents and surrounding community, and both attendance and popularity continue to grow. The inaugural screening in 2008 featured just 300 attendees, while crowds of 3,000 or more viewers attended some of last year's events. Such robust attendance has not only allowed the surrounding community to experience the *Infinity Park* facility, but has also fostered relationships with local businesses and sponsors who work to bring movie nights to life.

For five weeks of the summer, Movie Madness allows fans to visit *Infinity Park*, spread out a blanket and a picnic, and take in a screening under the night skies. Each year, *Infinity Park's* staff compiles a list of

some three-dozen films, everything from recent hits to classic favorites. This list is provided to the public about six weeks prior to the first event, and a vote is taken to select the top five favorites from the list. These five films are screened at Monday Movie Madness events.

The stadium food vendor is present on movie nights, offering hot dogs and burgers, and several local food trucks are regulars as well. While these food offerings are available, the majority of attendees bring picnics or pizzas to enjoy as they watch. Families make up a large contingent of the audience, but movie nights are a popular date destination as well. Attendance varies with the weather, but in 2016 the average crowd was nearly 2,000 strong.

With the exceptional popularity of Monday Movie Madness have come some challenges, specifically in competing for attendance with a host of other outdoor movie series in the area. *Infinity Park* has addressed that challenge in a number of inventive ways. The introduction of *Max* as the Monday Movie Madness mascot provides a point of focalization for the events, and he (and his sidekick *Monster*) feature prominently in advertisements and marketing for screenings. Including prize giveaways for fans in attendance increases engagement as well, and provides some additional incentive for event-goers.

Advertisers and sponsors for movie nights also participate in a number of ways, from inviting VIP guests to attend screenings to being on site to provide prizes for fans. Face painting, games, and (of course) popcorn are other examples of sponsor engagement; movie nights afford local businesses the opportunity for some hands-on interaction with the community. Over the course of its decade of dedication, *Infinity Park* has demonstrated a commitment to creating an annual event that fans look forward to every summer, and in so doing has fostered a strong and lasting relationship with the Glendale community.

In addition to celebrating a 10th year of



Monday Movie Madness fans often bring food, blankets, chairs and more to enjoy the evening.



Movie sponsors and vendors lend to the fun of summer movies at Infinity Park.

Photos by Justin Purdy

events, *Infinity Park* and its guests have a new, state-of-the-art jumbo screen to look forward to for 2017's Movie Madness nights. Following a failure of the previous screen system during a film showing last year, Deputy City Manager Linda Cassaday declared a replacement was in order. *Infinity Park* partnered with *Daktronics* for the project — the same company that installed the screens at *Sports Authority Field*. The new jumbo screen is not only larger than the one it replaces, but has substantially greater resolution and brightness.

With this new technology in place, fans will continue to leave events at *Infinity Park* thoroughly impressed. Fun and growth have characterized *Infinity Park's* 10 years of Monday Movie Madness events. With an ever evolving, always improving attitude toward fan and community engagement, updated technology, and the dedication to continue to show support and appreciation for the Glendale community, Monday Movie Madness will continue to be a popular destination for Front Range families for many years to come.



Movie mascot Max poses with some young movie fans at Infinity Park.



Monday Movie Madness proves fun for all ages.

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