



National Association of Theatre Owners™

6 May 2014

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Walgreens Corporate Leaders-

On behalf of movie theater owners and operators nationwide, I write to request that Walgreens change a particular in-store promotional display that specifically encourages your customers to violate established policies and perhaps commit illegal acts.

The picture below is of a display currently posted in some Walgreens stores in Texas, Oklahoma and perhaps elsewhere. The same campaign apparently ran in other states last year. The campaign blatantly suggests that your Walgreens customers should purchase product at your stores, described as “theater candy”, and “sneak it in” to movie theaters.

As the promotional campaign clearly reflects, Walgreens’ marketing department understands that motion picture theaters generally prohibit patrons from bringing their own food and beverage items into cinemas (with some exceptions for patrons with certain health conditions.) As is the case in many other entertainment venues, concessions sales constitute an important component of the economic viability of cinemas. Patrons who attempt to “sneak in” candy are violating published company policies. Those patrons are “invitees” who agree to comply with the policies of the establishment by buying a ticket and coming on the premises. Under many local laws, such patrons are committing trespass by knowingly violating the policies that govern their admission.

I doubt that Walgreens would want anyone to encourage your customers to violate your company policies. In the same spirit, I ask that you take action to cease this campaign immediately. I look forward to your reply.

Sincerely yours,

John Fithian
President & CEO

cc: NATO Members

