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Contact: [Walt Zaykowski](#) or [Candice Honaker](#)

Walt: 202.503.5108

Candice: 737.757.6014

Downtown Austin Alliance Foundation and Blue Starlite Mini Urban Drive-in bringing theater to downtown Austin rooftop

Location will feature Skyline view of Austin

AUSTIN, Texas—The Downtown Austin Alliance Foundation has partnered with Blue Starlite Mini Urban Drive-in Theater to bring an outdoor drive-in movie and performance theater to the rooftop of the State parking garage located at Third and San Antonio Streets. The theater will be open from August 27th through the end of October (with the possibility of an extended run) and will have showings Wednesday through Friday with other special select dates.

“For many years, we have had a vision of a rooftop Blue Starlite in the heart of downtown Austin,” Josh Frank, owner and creator of Blue Starlite, said. “Thanks to the enthusiasm and support of the Downtown Austin Alliance Foundation, and their diligence in tracking down the perfect space, we are thrilled to be able to manifest our vision in solidarity with other local businesses. We are hopeful that our Blue Starlite Experience will help provide a shining light at the end of the tunnel to our patrons and beloved city. We are honored to be able to be here for our city in its most challenging time. This creative collaboration, joining of forces and coming together to do what we do best is truly 100 % certified Austin!”

The Downtown Austin Alliance Foundation, the charitable extension of the Downtown Austin Alliance, will supplement the weekly movie screenings with a community programming series. The Foundation will work with local artists, musicians, storytellers and other performing arts organizations to provide our creative community a safe stage

and an engaging audience for programming that focuses on music and theatre performances, storytelling experiences and more.

“The Downtown Alliance Foundation is thrilled to help bring this unique and one-of-a-kind downtown Austin experience to our city,” Molly Alexander, executive director of the Downtown Austin Alliance Foundation, said. “At a time when we are all doing our part to keep our community protected, this offers an opportunity to get out of the house to enjoy a movie, live music or a theater production in a safe way. This endeavor is another innovative project that makes our downtown a communal and cultural hub that offers engaging and diverse activities for everyone.”

In addition to programming, the Downtown Alliance plans to partner with local restaurants and businesses in the immediate vicinity of the theater so guests can place an order and either pick it up prior to arriving at the theater or have it delivered to you at the drive-in. This will help create a uniquely Austin experience while lifting up local businesses that have had their business negatively impacted because of COVID-19.

The downtown Austin location will be the third location in Austin for the boutique outdoor movie theater company, which opened in 2010. To ensure safety and health protocols and to comply with the city’s COVID-19 guidelines, the entire experience will be contactless for guests each night. The Blue Starlite has spent the last five months perfecting its safe customer service and guidelines for attending its drive-in shows. Their actions have received accolades for ensuring each guest feels safe and comfortable. At all locations, vehicle windows must be up 75 % if not wearing a mask during the film and guests must stay in their vehicles at all times with the exception of using the restroom, for which a mask is required.

The Blue Starlite prides itself on creating an experience that feels like it is a natural part of the environment it is in. They are building custom CinemaScope screens utilizing its ten years of experience creating innovative drive in screen design. The downtown location will include a special curation of epic classics, pop culture favorites and a weekly focus on movies that highlight great music and musicians. For showing and other information, please visit www.bluestarlitdrivein.com which directs guests to its Mueller, Round Rock, and now its Downtown Location as well.

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About the Downtown Austin Alliance Foundation

The Downtown Austin Alliance Foundation is a 501c3 nonprofit organization created in 2018 to fund and implement key projects that support the community’s Downtown Austin Vision. The Foundation invests in the development and activation of public spaces, diverse cultural experiences, and place-based research to better understand what drives a successful, vibrant downtown. Ultimately, the goal is to make downtown

Austin a more vital and livable place for all by bringing together corporate leadership and philanthropic investment to create a lasting legacy in downtown Austin. For more information, visit <https://downtownaustin.com/about-us/foundation/>.

About Blue Starlite Mini Urban Drive-in

The Blue Starlite, founded in 2010 by Austin native Josh Frank, is the world's one and only mini urban boutique Drive-in Movie theater. Blue Starlite only takes 15-40 cars a night depending on location and screen-size so that guests get all the attention they deserve on their night out in a safe environment. Blue Starlite concentrates on childhood favorites, drive-in classics, indie films, art house, Cult, and Gen X/Y pop culture favorites. A new drive-in experience, right in the heart of the city. For more information, visit <https://www.bluestarlitdrivein.com/>.