

Kids' movie site only a click away

Ster-Kinekor Theatres's new interactive, movie-related website for children, www.sterkinekor.com/skkids, lets them escape into the world of movies and view the latest trailers, read all about the movies and their stars, see what's coming up, play games and download exclusive content all directly aimed at them. Launched on Thursday, 30 July 2009, to coincide with the release of G-Force, kids can win prizes by sharing news with their friends. "We wanted to create an environment that is fun, safe and really children-centric," commented Elizabeth Lee Ming, Ster-Kinekor Theatres CRM manager. "Children of all ages are increasingly online, and rather than them having to navigate through content that is not aimed at them or necessarily appropriate, we realised the need to create this portal for them."

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