



CHEAP
SEATS
Not so

by Staff

Marvel Cinematic Universe kicked-off the Summer Movie Blockbusters with *Dr. Strange in the Multiverse of Madness*. Racking in \$185 million dollars, more importantly, it reestablished Marvel's cinematic dominance.

Sam Rami's contribution to the MCU ranks second, only behind the "Avengers" in terms of box office openings and fulfilled the high-end expectations for not just the franchise, but for future Marvel projects.

So now the question remains, can the rest of Hollywood do their part?

Well, according to ABC's Good Morning America, going to the movies was one of the most missed activities by Americans during the COVID-19 Pandemic.

Those participating in the national survey cited "family time" and "beating the heat" as their top reasons for heading to the theaters.

Of the Summer Blockbusters, most notable are *The Bob's Burgers Movie* (May 27), *Top Gun: Maverick* (May 27), *Jurassic World Dominion* (June 10), *Lightyear* (June 17), *Minions: The Rise Of Gru* (July 1), *Thor: Love and Thunder* (July 8), *Nope* (July 22), and *DC League of Super Pets* (July 29).

But something we as moviegoers might not be too keen on, is something the film industry is calling "surge pricing." Surge pricing is subtle price increases at peak showtimes throughout the course of the evening as means to "make-up for lost revenue."

This is a direct result of the pandemic, and something that movie theaters all throughout the nation are partaking in. There are ways to get around being price-out, however.

Matinees are still a bargain, especially if you can make it to the theater before 2PM. Additionally, joining theater loyalty programs is a big help. You can also investigate buying discounted tickets and gift cards through retailers like COSTCO, Sam's Club, and retailers like Target and Wal-Mart. Believe it or not, stores like Target or Wal-Mart typically offer 10% from time to time, while COSTCO and Sam's usually over 20% discounts year-round. Of course, the latter requires a membership to shop.

The movie theaters are okay with these money-saving tips being out in the open, as their plan will be to make up those nickels and pennies through concession sales, which are at their height from May through July.

AVERAGE DOMESTIC TICKET PRICE:	\$ 12.99
> 	\$14.84
> 	\$13.77
> 	\$11.55

National averages courtesy of EntTelligence.



A.B. Miller Athletic Director Mr. Jeff Omar presents the man of the hour: Mr. Frank Martinez, with an award signifying the dedication of the varsity baseball field in the honor of his namesake. Photos courtesy of Mrs. Donna Omar. May 7, 2022.

In Honor and Remembrance

By Staff

On what was a vibrant May 7, current staff and alumni of A.B. Miller, along with friends and family, gathered to celebrate Frank Martinez and his coaching accomplishments.

The Varsity Baseball field was christened Frank Martinez Field in honor of the excellence Martinez brought to the baseball program while coaching.

Not only was Martinez responsible for a helping athletes reach the MLB, but he brought a winning tradition to our campus by procuring 15 playoff appearances and winning league 10 times.

Additionally, as part of the ceremony, a moment of silence was observed for A.B. Miller's first principal, Mike Micaleff.

Even as a retiree, Mr. Micaleff could be seen on campus filling in at "the house that Mike built" when needed, from time to time.

