



Harkins Announces Debut of the BackLot Family Entertainment Center in North Phoenix

All-new venue featuring Arizona's largest sports viewing screens, full-service scratch kitchen and bar, bowling, arcade games, Crazy Darts, patio dining, event space and more

SCOTTSDALE, Ariz., July 7, 2025 – Harkins Theatres, Arizona's homegrown movie theatre company, announces the grand opening of their newest concept, the Harkins BackLot, an all-new family entertainment center at The Shops at Norterra in North Phoenix.

Inspired by the legendary Hollywood studio backlots where movie magic is made, Harkins BackLot features a dynamic mix of fun, food and interactive experiences for the whole family.

"For more than 90 years, Harkins has been dedicated to creating exceptional entertainment experiences," says Mike Bowers, CEO and President of Harkins Theatres. "With Harkins BackLot, we are expanding that commitment beyond the auditorium to deliver an unrivaled social entertainment destination where guests can celebrate, play and enjoy unforgettable moments with friends and the whole family."

Harkins BackLot Highlights:

- BackLot Arena, Arizona's largest cinema-sized sports screen featuring an epic laser image for an unparalleled sports viewing experience
- 60+ screens placed throughout the venue to ensure guests never miss a moment from any angle
- Amazing scratch kitchen serving unique and elevated takes on classic dishes that defy sports-bar expectations including the Ahi Tuna Stack, BackLot Philly Cheesesteak and the exclusive Hangover Burger. Call it a wrap with a decadent Overloaded Milkshake or Warm Smores Skillet Brownie.
- Indoor-outdoor bar featuring traditional drinks, local brews, select wines and delicious hand-crafted cocktails/mocktails with some surprise twists. The giant show-stopping shareables are a must see.
- 12 state-of-the-art interactive Spark® bowling lanes for immersive gamification, as well as VIP private lane options for parties or private events
- Crazy Darts, animated interactive dart lanes, featuring unique, fun and challenging games for all skill levels
- Exciting arcade floor featuring fan-favorite large-format video and redemption games, competitive challenges, VR experiences and enticing prize opportunities in the BackLot Props redemption center
- Outdoor patio with extra large sports viewing, dining and relaxing
- Dazzling immersive audio-visual movie displays throughout the environment that create a dynamic, ever-evolving environment
- Private event opportunities for group events, celebrations and corporate gatherings, from a family party table, business meeting rooms to the entire facility

As part of the celebration, Harkins is offering a special promotion through the end of July: guests can enjoy 25% off bowling, food and drinks (excluding alcohol) and Crazy Darts. Guests will also receive a \$5 bonus with every \$20 Action! Card purchase.

“Bringing people together through entertainment has always been at the heart of what we do,” says Dan Harkins, Owner of Harkins Theatres. “We’re excited to continue that tradition with Harkins BackLot.”

Harkins BackLot will celebrate its opening at The Shops at Norterra, located at 2440 W. Happy Valley Rd., Phoenix, AZ 85085. For more details, visit Harkins.com.

About Harkins Theatres

Celebrating over 90 years of Ultimate Moviegoing®, Harkins Theatres is the premier movie exhibitor of the Western U.S. and the largest independently owned theatre company in the country. Founded by showman, inventor and community leader Dwight “Red” Harkins in 1933, Harkins Theatres is renowned for its commitment and passion for providing the Ultimate Moviegoing® experience. Harkins Theatres is known as a trailblazer for advancements in the motion picture exhibition industry with amenities and concepts such as: CINÉGRILL, CINÉXL®, pristine state-of-the-art laser projection and sound, curved wall-to-wall screens, CINÉBAR™, Ultimate Lounger® leather reclining seats, Plush Ultimate Rocker® loveseats, Loyalty Cups, in-lobby children’s PlayCenters® and an expanded selection of gourmet concessions. For more history, awards and other information, visit Harkins.com.

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