

## Subtitled movies for the deaf

Subtitled mainstream movies will be launched for the hearing impaired at selected Ster-Kinekor cinemas from 30 January 2011, beginning with the romantic drama *Love & Other Drugs*, starring Jake Gyllenhaal and Anne Hathaway as part of [Ster-Kinekor's](#) disability policy.



Ster-Kinekor Sandton, Cavendish, Brooklyn and Gateway will offer the movies at dedicated times, which can be found either in the cinema listings in newspapers or at [www.sterkinekor.com](http://www.sterkinekor.com) at a discounted price.

Anyone with a disability is issued with a 60+ movie card which takes place in cinema and is done immediately at an administration cost of R11.00, with the discount being effective straight away.

"It is a significant milestone for us to be able to make mainstream cinema accessible to this segment of our society and we hope that more subtitled films will be made available to us to show at our cinemas. Up until now hearing impaired audiences will have been able to only see subtitled foreign language films on our art circuit at Cinema Nouveau", says Fiaz Mahomed, Ster-Kinekor CEO.

For more, visit: <https://www.bizcommunity.com>