

Frequently Asked Questions

Life Made Delicious – Free Movie Offer

What can you get with a Code (found inside the box)?

One (1) **Code** from participating cereals can be redeemed for one (1) FREE Movie Offer

Two (2) **Codes** from participating Nature Valley Granola Bars and Betty Crocker Child Snacks can be redeemed for one (1) FREE Movie Offer

What products are participating in this promotion?

This offer is printed on specially marked packages of the following

Ready to eat cereals:

Adult

Cheerios* 400g, Banana Nut Cheerios* 345g, Multi-Grain Cheerios* 390g, Chocolate Cheerios* 350g, Oatmeal Crisp* Almond 475g, Oatmeal Crisp* Maple 460g, Oatmeal Crisp* Triple Berry 425g, Oatmeal Crisp* Raisin 505g and Oatmeal Crisp* Vanilla Almond 465g.

Child

Honey Nut Cheerios* 460g, Apple Cinnamon Cheerios* 500g, Golden Grahams 340g, Lucky Charms* 330g, Nesquik* 340g, Reese Peanut Butter Puffs* 365g, Cinnamon Toast Crunch* 360g, French Toast Crunch* 380g

Nature Valley* Granola Bars:

Nature Valley* Crunchy Honey & Oats, Nature Valley* Crunchy Peanut Butter, Nature Valley* Trail Mix Fruit & Nut, Nature Valley* TrailMix Dark Chocolate, Nature Valley* Sweet & Salty Dark Chocolate Nut, Nature Valley* Sweet & Salty Almond, Nature Valley* Sweet & Salty Peanut. 175g – 230g

Betty Crocker* Child Snacks:

Betty Crocker* Fruit by the Foot*, Betty Crocker* Gushers, Betty Crocker* Dunkaroos 120g – 170g

Old El Paso* Dinner kits:

Old El Paso* Stand N Stuff Dinner Kit, Old El Paso* Hard & Soft Dinner Kit, Old El Paso* Soft Taco Dinner Kit, Old El Paso* Hard Taco Dinner Kit, Old El Paso* Fajita Dinner Kit, Old El Paso* Smart Fiesta Soft Taco Kit, Old El Paso* Smart Fiesta Hard Taco Kit 227g – 470g

Where can I find my Code?

Your **Code** will be a string of fourteen (14) numbers printed on the inside of the participating product package, in this format:

XXXXXXXXXXXXXX

How many Free Movie Offers can I redeem?

There is no limit on the number of Codes that you can redeem, except that you may redeem no more than fifteen (15) Codes during one (1) session on Cineplex.com.

What if I have more than one Code?

When redeeming your Codes, you may enter up to fifteen (15) Codes during one (1) session on Cineplex.com. After redeeming individual 15 Codes during one session, you must exit Cineplex.com and return later to redeem another fifteen (15) Codes for more Free Movie Offers

Can I order concessions online?

At this time ordering concessions is not available for the promotion. Please take your coupon from the Old El Paso box and redeem it at the participating Cineplex theatre.

When will I be able to use my Free Movie Offer?

When you redeem your code(s) on Cineplex.com you'll be prompted to pick the movie, showtime, and theatre you're redeeming for.

Can I have the Free Movie Offer sent to someone else?

You can have your Free Movie Offer emailed to anyone, anywhere in Canada. Just make sure you select the appropriate movie and theatre for their location and simply enter their email address when prompted so that the tickets are sent to them directly.

My Code is not being accepted online, what can I do?

Please note that a Code is 14 numbers long. Each Code follows the same format: An example of what a Code looks like is:

XXXXXXXXXXXXXX

It says my Code is invalid, what do I do?

If you receive the error message 'your Code is invalid' please re-check your Code and confirm that you are entering it correctly.

If you receive the error message 'that Code has already been entered' it means the Code has already been used and is no longer valid. Remember, each valid Code may only be used once.

For any other questions, please see the "Contact Us" section for contact information of General Mills Consumer Services and Cineplex Guest Services.

I lost my Code, what can I do now?

Lost Codes will not be replaced per the Terms and Conditions of this offer.

Do I have to pay the additional charges for 3D and other Cineplex premium services?

Yes, the Movie Offer Selections do not include any upgrades for 3D or other Cineplex premium services. You will be required to pay for the surcharge for the premium service at the time the Code is redeemed. Please see Terms and Conditions for more details.

What do I do if I don't have internet at home?

Most public libraries offer free internet access. Contact your local public library branch for information.

I have access to the internet, but I don't have E-mail. Do I have to have an E-mail address to order a Free Movie Offer?

Yes. You must have a valid E-mail address to redeem a Free Movie Offer. Most internet service providers provide free E-mail. Contact your internet service provider for information on establishing a valid E-mail address.

Why must I have a valid E-mail address to order a Free Movie Offer?

You must have a valid E-mail address to receive an email from Cineplex confirming your order and the actual tickets. Please retain that e-mail until you go to the movies.

I never received my confirmation email and tickets, whom do I contact to find out where it is?

For questions and issues related to Cineplex Online Ticketing please contact Cineplex Guest Services at the following toll-free number: 1-800-333-0061 opt.8