

HMH WEEKLY AWARDS

BRAND:

Blockbuster

CATEGORY:

Rewinding the clock with a totally radical sleepover



Calling all butter-lovers. The last Blockbuster standing is opening this fall for three days as a [90s-themed Airbnb](#). Complete with a fully furnished living room, pullout couch, stocked snack rack and of course, a whole bunch of movies, this sought-after stay will be exclusively available to Oregonians living in Deschutes County.

In a season of anxiety, germs and racial injustice, Blockbuster is providing a bit of light (camera, action) at the end of the tunnel. Kudos, Blockbuster. What a stellar way to reward local customers for keeping you in business.