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## ***Grand Canyon Adventure* Hits \$20 Million At Worldwide Box Office**

**LAGUNA BEACH, Ca. (September 2, 2009)**—*Grand Canyon Adventure: River at Risk*, which won Best Cinematography and a Special Achievement in Filmmaking Award at the 2008 GSCA Film Awards, has crossed the \$20 million mark in worldwide ticket sales after only 17 months in giant-screen theatres, it was announced today by **MacGillivray Freeman Films**.

More than seventy-five 3D and 2D giant-screen theatres have programmed the film since it first premiered for World Water Day in March 2008, and more theatres are scheduled to open the film in the coming months.

“The outstanding audience response to *Grand Canyon Adventure* proves once again that a great film topic together with the crowd-pleasing effects of 3D cinematography, top-notch narration by such world-class talent as Robert Redford and a superb soundtrack by Dave Matthews Band makes for a winning combination at the box office,” said **Bob Harman**, Director of Distribution, MacGillivray Freeman Films. “These fantastic results bolster our ongoing commitment to continue producing only the highest-quality educational films for giant-screen theatres.”

“*Grand Canyon Adventure* is a powerful expression of the MacGillivray Freeman Films Educational Foundation’s mission to produce meaningful, educational films that inspire a profound appreciation of the natural world, and we are proud of the film’s distinguished record,” said **Chris Palmer**, *Grand Canyon Adventure* executive producer and president of the **MacGillivray Freeman Films Educational Foundation**. “*Grand Canyon Adventure* immerses audiences in one of the greatest natural wonders of the world, delivering a giant-screen experience that not only shares a valuable lesson about water conservation but entertains audiences with a rip-roaring whitewater adventure down the Colorado River.”

Shot entirely in 15/70mm over four weeks in the Grand Canyon and Mexico, *Grand Canyon Adventure* features the first-ever 3D IMAX images of the world’s greatest natural cathedral.

Narrated by **Robert Redford** and featuring songs and music by **Dave Matthews Band**, the film takes viewers on an unforgettable river journey while calling attention to global freshwater issues. It was released as part of MacGillivray Freeman’s **Great Adventure Film**<sup>®</sup> series, a brand that encompasses original giant-screen productions based on real-life adventures in remote locations and that celebrate the discovery of the natural world.

*Grand Canyon Adventure* is the sixth in MacGillivray Freeman's series of ocean- and water-themed films that promote conservation themes. Other films include two Academy Award®-nominated films, *The Living Sea* and *Dolphins*, as well as *Coral Reef Adventure*, *Mystery of the Nile*, and *Hurricane on the Bayou*, which together with *Grand Canyon Adventure* have grossed more than \$375 million dollars at the worldwide box office.

*Grand Canyon Adventure* is produced by **MacGillivray Freeman Films** and **MacGillivray Freeman Films Educational Foundation**, presented by **Teva** and supported by **Kohler Co.**, in association with **Museum Film Network**, **Reynders McVeigh Capital Management**, and **Waterkeeper Alliance**. The film is directed by **Greg MacGillivray** and produced by **Greg MacGillivray**, **Mark Krenzien**, and **Shaun MacGillivray**.

Upcoming giant-screen films from MacGillivray Freeman Films include *Arabia* (available for 2D and 3D theatres starting February 2010), *To the Arctic 3D* (February 2011, working title), *Humpback Whales 3D* (February 2012, working title) and a 35mm theatrical documentary *Hollywood Goes Surfing* (Spring 2010, working title).

**For more information, please contact:**

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