

# MACGILLIVRAY FREEMAN FILMS

FOR IMMEDIATE RELEASE:

## **MacGillivray Freeman Films To Donate A Portion Of Box Office Sales From *Grand Canyon Adventure: River at Risk 3D* To Build Much-Needed Wells in Africa**

*Producers Will Work With Ryan's Well Foundation To Bring Fresh Water To Thousands of  
African School Children And To Promote Its Youth In Action Program*

**LAGUNA BEACH, Ca. (February 29, 2008)** – MacGillivray Freeman Films, producers of the new 3D giant screen water conservation film *Grand Canyon Adventure: River at Risk 3D* today announced a program to donate a portion of the film's box office sales to build much-needed wells in Africa. More than one million children die each year in Africa from a lack of safe drinking water.

The producers will donate \$1 for every ticket sold on both **World Water Day** (March 22) and **Earth Day** (April 22) towards building enough wells to benefit thousands of African school children. **MacGillivray Freeman Films Educational Foundation** will work with **Ryan's Well Foundation** to build the wells at schools in northern Uganda, where decades of conflict have been devastating to children's everyday lives. The mission of the Ryan's Well Foundation is to provide clean water (e.g. deep or shallow wells, and rainwater harvesting tanks), improved sanitation (latrines and handwashing stations) and hygiene education to local communities including children. Funds raised for this program will be matched by Ryan's Well Foundation so contributions will have twice the impact.

*Grand Canyon Adventure: River at Risk 3D* premieres in more than 60 IMAX Theatres and IMAX 3D Theatres starting March 14 in anticipation of World Water Day. The film calls attention to the world's growing shortage of fresh water and the mega-drought threatening the American Southwest. Narrated by **Robert Redford** and featuring songs and music by **Dave Matthews Band**, the film stars **Robert F. Kennedy Jr.**, **Wade Davis** and Native American river guide **Shana Watahomigie** on an expedition down the Colorado River. The film is presented by **Teva** and supported by **Kohler Co.**—two companies with a longstanding commitment to water conservation.

"Children in Africa and other developing countries are dying every day because they don't have access to the most basic of human rights—clean, safe drinking water," says **Greg MacGillivray**, producer/director of *Grand Canyon Adventure 3D* and founder of MacGillivray Freeman Films Educational Foundation. "Our program to help build wells in Africa aims to change that. We are honored to be working with Ryan's Well Foundation which has already done so much good work for the people of Africa and other developing countries."

The inspiration for the Ryan's Well Foundation, which was formed in 2001, came ten years ago when a young Canadian student, **Ryan Hreljac**, then six years old, decided that everyone in the world deserves clean water. He saved his money doing chores until he had enough to build a well in Uganda, Africa, proving that one person, of any age, can be a positive force for change. Ten years later, the Ryan's Well Foundation has built 329 wells in 14 developing countries.

Additional funds are being raised by MacGillivray Freeman Films Educational Foundation to promote Ryan's **Youth in Action educational program** to similarly inspire the thousands of students around the world who come to see the film and to empower them to find their own way to make a positive difference in their community and beyond. Says Foundation Program Director **Janna Emmel**: "Our Foundation's aim is to create programs for educators, students and disadvantaged youth to become ambassadors for positive change. The Youth in Action program developed by Ryan's Well Foundation was created by

--more--

children for children to do just that.” In addition to sending disadvantaged youth to see *Grand Canyon Adventure 3D* and participate in the Youth in Action Program, the Foundation will work with Ryan directly to help promote the film to fellow students.

“It is thanks to generous donors like MacGillivray Freeman Films and its Educational Foundation that Ryan’s Well Foundation has been able to bring fresh water to nearly half a million people,” said **Susan Hreljac**, Executive Director of the Ryan’s Well Foundation. “Our inspiration comes from the power of young people to make a difference in the world, a message echoed so powerfully in *Grand Canyon Adventure 3D*. We are delighted to be working with a company so committed to creating positive change in the world.”

*Donations to Ryan’s Well and the Youth in Action program can be made at [www.mffeducation.org](http://www.mffeducation.org) or by mail to PO Box 1779, Laguna Beach, CA, 92652. One hundred percent of all donations will be used for this program. For more information about Ryan’s Well Foundation, visit [www.ryanswell.ca](http://www.ryanswell.ca).*

### **About MacGillivray Freeman Films**

MacGillivray Freeman Films is the largest, most experienced independent producer and distributor of giant screen 70mm films in the world. Throughout the company’s history, its films have won numerous international awards including two Academy Award nominations for Best Documentary Short Subject for *Dolphins* and *The Living Sea*. MacGillivray Freeman Films is the only producer with two films, *To Fly* and *The Living Sea*, in the IMAX Hall of Fame. In 1998 the company’s hit film *Everest* achieved unprecedented box office success for a large format film and is currently the highest grossing giant screen film of all time. Last year, the Giant Screen Theatre Association named *Hurricane on the Bayou* the Best Giant Screen Film of the Year. MacGillivray Freeman’s films are known for their artistry and successful blend of education and entertainment, as well as their celebration of science and the natural world.

### **About The MacGillivray Freeman Films Educational Foundation**

The MacGillivray Freeman Films Educational Foundation is a not-for-profit 501(c)(3) organization established by Greg MacGillivray to produce and fund educational IMAX Theatre films and companion programming (exhibits, education materials, outreach programs) that promote greater awareness and preservation of our planet’s environmental and cultural heritage. The Foundation’s mission is to educate and inspire people of all ages and backgrounds to explore, discover and appreciate anew their connection to the natural world, to the cultural histories that shape our communities, and to the world society at large. The cornerstone of the Foundation’s philosophy is the belief that lifelong learning is critical to an individual’s development and important to a society’s well-being. It is the Foundation’s goal that its films and educational programs offered will galvanize people across the globe to become bold and passionate ambassadors for positive change in our world.

### **About Ryan’s Well Foundation**

Ryan’s Well Foundation is a registered Canadian charity with a mission to provide clean water, improved sanitation and related hygiene education to citizens of developing countries impacted by the global water crisis through engagement with local partner organizations. Ryan’s Well supports activities to BUILD safe water sources, EDUCATE individuals, schools, corporations and other service organizations to create awareness of water related issues and those with limited access to resources and MOTIVATE present and future leaders to realize their own global citizenship. To date, Ryan’s Well has helped almost half a million people through 329 water projects in 14 countries.

### **For more information, please contact:**

Lori Rick, MacGillivray Freeman Films, 949-494-1055, [lrick@macfreefilms.com](mailto:lrick@macfreefilms.com)

*Download the free podcast series “MFF On Location” at [mffonlocation.blogspot.com](http://mffonlocation.blogspot.com)*