



FOR IMMEDIATE RELEASE:

Canadian Museum of Civilization Supports *To The Arctic* With Funding and Science

LAGUNA BEACH, Ca. (August 27, 2009)—MacGillivray Freeman Films is proud to announce a partnership with the prominent **Canadian Museum of Civilization** for *To The Arctic*, the company's timely 3D giant-screen film that documents the dramatic changes occurring in the Arctic due to climate change. The Museum is supporting the project with production funding and serving as scientific advisor on the film's script and educational outreach program. MacGillivray Freeman Films and the Museum previously partnered on the 2005 production of *Greece: Secrets of the Past*.

“MacGillivray Freeman Films has a long and successful history of partnerships with museums and science centers, starting in 1974 with *To Fly!* and the Smithsonian National Air and Space Museum,” said producer/director **Greg MacGillivray**. “We value our close associations with museums like the Canadian Museum of Civilization because they give us even greater confidence in our ability to deliver films of great value to the educational theatre network. It is these kinds of partnerships that will help the giant-screen industry continue to thrive.”

“We are honored to support *To The Arctic* not only because of the stellar track record of MacGillivray Freeman Films but because we want to continue supporting the giant-screen industry and ensure that high-quality educational films are being produced and made available to institutional theatres,” said **Michèle Canto**, Director of Marketing and Business Operations at the Canadian Museum of Civilization. “*To The Arctic* supports our mandate of sharing Canada's rich history with both Canadian and international audiences alike, and offers another first-class, visually stunning film to the giant-screen theatre network.”

Shot entirely in 15/70mm in Canada, Alaska, Greenland and the Arctic Ocean, *To The Arctic* uses the immersive power of 3D IMAX cinematography to document the abundance of life and diversity found in the Arctic as well as the dramatic transformations taking place in the region from climate change. The film is produced and directed by two-time Academy Award[®]-nominee Greg MacGillivray and is slated for release to 3D and 2D theatres in spring 2011. Principal photography is expected to be completed next year.

To The Arctic is the seventh in MacGillivray Freeman's series of ocean- and water-themed films that promote conservation of the natural world. Other films include two Academy Award-nominated films, *The Living Sea* and *Dolphins*, as well as *Coral Reef Adventure*, *Mystery of the Nile*, *Hurricane on the Bayou* and last year's *Grand Canyon*

Adventure: River at Risk which combined have grossed more than \$375 million dollars at the worldwide box office.

Rare and stunning wildlife footage in *To The Arctic* reveals the diversity of this complex environment and shows the real effects of climate change. Viewers will dive underwater with a polar bear and her cub, discover a colorful world beneath the ice where corals and odd creatures such as the Greenland shark thrive, and fly above a thundering herd of caribou making their way to their calving ground in the Arctic National Wildlife Refuge.

To The Arctic is produced by **MacGillivray Freeman Films** and **MacGillivray Freeman Films Educational Foundation** in association with the **Campion Foundation**, **Canadian Museum of Civilization** and **Oceana**. It will be released as part of MacGillivray Freeman's **Great Adventure Film**® 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.

About MacGillivray Freeman Films Educational Foundation

In 2004, company president Greg MacGillivray and his wife Barbara founded the MacGillivray Freeman Films Educational Foundation, a 501 (c)(3) public charity, to fund and produce educational giant screen films and companion educational programming focusing on science, the environment, world culture and natural heritage locations.

www.mffeducation.org

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