



For Immediate Release:

## **MacGillivray Freeman Films Educational Foundation Launches New Education Program for Underserved Students of New Orleans**

Foundation To Sponsor Classroom Field Trips To The Entergy IMAX<sup>®</sup> Theatre To See The New Giant Screen Film *Hurricane on the Bayou*; Pilot Program Will Expand to Other U.S. Cities Next Year

Laguna Beach, California (September 15, 2006)—Marking its continuing commitment to fund and produce educational programs that promote science, the environment and world cultures, **MacGillivray Freeman Films Educational Foundation** is launching a pilot program in New Orleans that will fund school field trips to the Entergy IMAX Theatre. The new program focuses on students in Title I schools, who will be invited with their teachers to see *Hurricane on the Bayou*, MacGillivray Freeman's new IMAX theatre film about Louisiana's wetlands and the undying spirit of New Orleans.

Working in association with the film's Executive Producer **Audubon Nature Institute**, the Foundation will sponsor approximately 100 classroom field trips, providing transportation and tickets to see the film. The program fills an urgent need for additional funding in the wake of Hurricane Katrina, which caused many programs that formerly helped fund student field trips to disband.

"Before Katrina hit, approximately 100,000 students visited the Entergy IMAX Theatre every year, but with funding so limited many schools can no longer justify field trips, especially if families cannot supplement the costs for their child to attend," says **Chris Palmer**, President of MacGillivray Freeman Films Educational Foundation. "*Hurricane on the Bayou* offers a positive message of resilience and hope for these students and their communities and teaches about the importance of Louisiana's environmental heritage. This program is dedicated to giving underprivileged students access to that message."

"Providing teachers and students with informal learning experiences outside the classroom is an important mission of U.S. museums and science centers like Audubon Nature Institute," said **Karyn Noles Bewley**, Senior Vice President and Managing Director of the Audubon Aquarium of the Americas at Audubon Nature Institute, which operates the Entergy IMAX Theatre. "The important work of the MacGillivray Freeman Films Educational Foundation will greatly enhance our efforts to provide quality environmental education to the many schools and students who would otherwise not have the opportunity to visit Audubon facilities."

Teachers previewed *Hurricane on the Bayou* in New Orleans this month and Audubon Nature Institute will now recruit classrooms for field trips that will begin in January 2007. Audubon Nature Institute will also seek additional funding to expand the program to the Greater Baton Rouge area.

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The program, which is the first of its kind offered by the MacGillivray Freeman Films Educational Foundation, will serve as a pilot program for future student field trip programs in other museums and giant screen theatres across the United States.

Shot before and after Hurricane Katrina, *Hurricane on the Bayou* is a new giant screen film from MacGillivray Freeman Films that brings into focus the rapid loss of Louisiana's rapidly disappearing coastal wetlands—New Orleans' first line of defense against deadly storms. Told through the personal stories of four musicians who were deeply affected by Katrina, the film is both a profound musical celebration of the city that has been called the "soul of America" and a compelling call to restore New Orleans and protect the vital wetlands from which the city's unique identity first arose.

*Hurricane on the Bayou* ([www.hurricaneonthebayou.com](http://www.hurricaneonthebayou.com)) is produced and distributed by MacGillivray Freeman Films with Executive Producer Audubon Nature Institute in association with MacGillivray Freeman Films Educational Foundation. The film is now playing in New Orleans and Los Angeles and will be released to select IMAX theatres worldwide on December 22.

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

The MacGillivray Freeman Films Educational Foundation is a not-for-profit 501(c)3 organization established to fund and produce educational giant screen films and companion educational programming focusing on science, the environment and world cultures. The Foundation was established by Greg MacGillivray, President of MacGillivray Freeman Films and producer/director of *Hurricane on the Bayou*. Funding for this special student program came from individuals who care about the children of New Orleans and who want to contribute to these children's healing, quality of life and environmental education.

#### **About Audubon Nature Institute**

Audubon Nature Institute operates a family of museums and parks based in New Orleans and dedicated to celebrating the wonders of nature. Audubon Nature Institute's flagships include Audubon Park, Audubon Zoo, Audubon Aquarium of the Americas, Entergy IMAX Theatre, Audubon Louisiana Nature Center, Audubon Center for Research of Endangered Species, Freeport-McMoRan Audubon Species Survival Center, Woldenberg Riverfront Park and Audubon Wilderness Park. The Institute's mission includes preserving native Louisiana habitats, exhibiting the diversity of wildlife, educating a diverse audience about the natural world and enhancing the care and survival of wildlife through research and conservation. Audubon Nature Institute offers a number of programs that reach out to the underserved population in the Greater New Orleans area. From special events to discounted and free admission programs and education outreach programs, Audubon is committed to cultivating a love for nature in all communities.

#### **For more information about the Foundation, please contact:**

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