



FOR IMMEDIATE RELEASE:

Greg MacGillivray to Receive Prestigious Environmental Award At Reef Rescue 2008 Gala

LAGUNA BEACH, Ca. (November 5, 2008) – Longtime giant screen filmmaker **Greg MacGillivray** of **MacGillivray Freeman Films** and **MacGillivray Freeman Films Educational Foundation** will be honored by **Reef Check Foundation**, the world's largest reef conservation organization, at its 6th annual **Reef Rescue 2008 Gala** on **November 15**. MacGillivray will receive the prestigious **2008 Spirit of the Reef Award** for his deep commitment to ocean conservation and his lifetime work documenting the beauty and fragility of the reefs and oceans in such IMAX Theatre films as ***Coral Reef Adventure***, ***Dolphins*** and the ***The Living Sea***, and in his early surfing films including the 1972 surf classic, ***Five Summer Stories***. This year's exclusive event will be held at the **Aquarium of the Pacific** in Long Beach.

MacGillivray is best known for producing and directing such groundbreaking IMAX Theatre films as ***Everest*** and ***To Fly!*** and for his acclaimed series of environmental conservation films including ***Hurricane on the Bayou*** and this year's ***Grand Canyon Adventure: River at Risk 3D***. The two-time Academy Award[®]-nominated filmmaker has produced or directed 41 documentary films, including 35 for IMAX Theatres, over a career spanning 44 years. His personal mission is to produce a series of 10 IMAX Theatre films about ocean and freshwater issues, of which six have already been produced to critical acclaim.

"Greg MacGillivray has inspired millions with his lifelong commitment to ocean conservation and his extraordinary talents as an IMAX Theatre filmmaker," said **Greg Hodgson**, Founder and Executive Director of Reef Check Foundation. "His film ***Coral Reef Adventure*** did more to raise awareness about the beauty, value and plight of coral reefs around the world than any other single activity."

In celebration of the **International Year of the Reef**, guests at **Reef Rescue 2008** will enjoy special interactive reef exhibits from six of the 90 countries where Reef Check operates including Hawaiian hula dancers, a Fijian henna tattoo artist, Chinese fortune sticks, Caribbean pirate treasure, Reef Check scuba divers performing in the main aquarium tank, native Australian didgeridoo, the Year of the Reef Song and cuisine from reef nations around the world. Reef Check celebrity supporters include **Cameron Diaz**, **Kelly Slater**, **Daryl Hannah**, and honorary Board Chair **Leonardo DiCaprio**. Previous honorees have included **Jean-Michel Cousteau** and **Dr. Sylvia Earle**. Exotic tropical vacations will be featured in live and silent auctions showcasing one-of-a-kind items such as celebrity poker nights and a Catalina dive with Hawai'ian film star **Kelly Hu**, who will be attending along with ten-time Olympic gold medal champion **Carl Lewis** and surf legend **Shaun Tomson**.

Reef Rescue corporate sponsors include **Alivenotdead.com, Anne Crawley Photographs, Body Glove, Gibson Dunn & Crutcher, Las Olas Wine, MacGillivray Freeman Films Educational Foundation, Nova Ortho-Med, The Castle Press, Toyota of Glendale, Surfer's Journal, WorldofDiving.com, Manthiri, Nai'a** and the **Quiksilver Foundation**. The *Spirit of the Reef Award* was designed by **Domsky Glass** of Las Vegas.

About Reef Check Foundation

Founded in 1997, the **Reef Check Foundation** is a 501 (c) 3 nonprofit organization established to reverse the coral reef crisis through reef conservation on a global scale. Reef Check's thousands of volunteer citizen scientists in over 90 countries and territories participate in scientific research, education and conservation programs and provide ecologically sound and economically sustainable solutions in partnership with businesses, government agencies and academia. Reef Check's California program was launched in 2006 to help conserve rocky reef life in the Golden state. Funds raised at **Reef Rescue 2008** will be used to help support monitoring and conservation of coral reefs and California rocky reef ecosystems. For more information see:
www.reefcheck.org/events/reefrescue2008/.

About MacGillivray Freeman Films and its Educational Foundation

MacGillivray Freeman Films is the largest, most experienced independent producer and distributor of giant screen 70mm films in the world. Throughout the company's 40-plus year history, its films have won numerous international awards including two Academy Award nominations for Best Documentary Short Subject for *Dolphins* and *The Living Sea*. Two of the company's films—*To Fly!* and *The Living Sea*—have been inducted into 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. In 2004, company president Greg MacGillivray and his wife Barbara founded the MacGillivray Freeman Films Educational Foundation to fund and produce educational giant screen films and companion educational programming focusing on science, the environment, world culture and natural heritage locations. MacGillivray Freeman films are known for their artistry and celebration of science and the natural world.

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