MEDIA OPPORTUNITY

Media Preview & Interview Opportunity: NATIONAL PARKS ADVENTURE
Tuesday, Feb. 9, 9 am
Carnegie Science Center’s Rangos Omnimax Theater

RSVP to Susan Zimecki: ZimeckiS@CarnegieScienceCenter.org or 412.237.1657.

NATIONAL PARKS ADVENTURE PREMIERES AT CARNEGIE SCIENCE CENTER ON FEB. 12

New Omnimax Film Celebrates 100-Year Anniversary of National Park Service

PITTSBURGH, Jan. 25, 2016 – National Parks Adventure, a new giant-screen film experience from MacGillivray Freeman Films, will open at Carnegie Science Center’s Rangos Omnimax Theater on Friday, Feb. 12. The film, shown on Pittsburgh’s biggest screen, commemorates the U.S. National Park Service’s 100-year anniversary through breath-taking images of America’s natural treasures.

A media preview will be held at 9 am on Tuesday, Feb. 9. Max Lowe, an adventure photographer and climber who stars in the film, will be available on-site at the Science Center for interviews immediately following the film.

Carnegie Science Center will host a grand opening event on Saturday, Feb. 13. To celebrate the film’s debut, visitors are invited to explore animal tracks, geocaching, and the starry night sky. Guests can climb a rock wall in SportsWorks, taste some frozen marshmallows, build a dam with materials found in nature, and craft a diorama of a park to take home.

To celebrate the film, the Pittsburgh community is invited to share photos on social media from their own national parks adventure. Submitted national parks photos will be shown on the Omnimax dome before the film begins. Photos may be submitted during the entire run of the show on Twitter, Instagram, or Facebook with the hashtag #MyNationalParksAdventure and must publicly tag Carnegie Science Center’s account (@CarnegieSciCtr on Twitter and Instagram; @Carnegie Science Center on Facebook).

National Parks Adventure takes audiences on the ultimate off-trail adventure into the nation's awe-inspiring great outdoors and untamed wilderness. Moviegoers will soar over red rock
canyons, hurtle down steep mountain peaks, and explore other-worldly realms found within America’s most legendary outdoor places. Along the way, the film becomes at once an action-packed celebration of the 100-year anniversary of the National Park Service and a soulful reflection on what wilderness means to us all.

“National Parks Adventure captures the stunning beauty of our wild places and reminds us these landscapes are an essential part of the human spirit,” narrator and Academy Award® winner Robert Redford said.

Filmed in more than 30 national parks across the country, this immersive film follows world-class mountaineer Conrad Anker, adventure photographer Max Lowe, and artist Rachel Pohl as they hike, climb, and explore their way across America’s spectacularly wild and beautiful places – including Yellowstone, Glacier National Park, Yosemite, and Arches – revealing a tapestry of natural wonders that will inspire the adventurer in all of us. National Parks Adventure celebrates the majesty of our national parks and treasured landscapes while highlighting the importance of protecting them.

“There are 408 national parks in our country that many families have not been able to explore,” director Greg MacGillivray said. “Our hope is that National Parks Adventure will encourage our audiences to discover the beauty and sanctuary of these American treasures, which belong to every one of us.”

National Parks Adventure is a family-friendly film with a runtime of 43 minutes.

For more information about National Parks Adventure at Carnegie Science Center, including showtimes and a trailer, visit CarnegieScienceCenter.org.

National Parks Adventure is a MacGillivray Freeman film produced in association with Brand USA and presented globally by Expedia, Inc. and Subaru of America, Inc. with major support from the Giant Dome Theater Consortium. The film is sponsored locally by Baierl Subaru.

About Carnegie Science Center
Carnegie Science Center is dedicated to inspiring learning and curiosity by connecting science and technology with everyday life. By making science both relevant and fun, the Science Center’s goal is to increase science literacy in the region and motivate young people to seek careers in science and technology. One of the four Carnegie Museums of Pittsburgh, the Science Center is Pittsburgh’s premier science exploration destination, reaching more than 700,000 people annually through its hands-on exhibits, camps, classes, and off-site education programs.

About Carnegie Museums of Pittsburgh
Founded by Andrew Carnegie 120 years ago, Carnegie Museums of Pittsburgh is a collection of four distinctive museums dedicated to exploration through art and science: Carnegie Museum of Art, Carnegie Museum of Natural History, Carnegie Science Center, and The Andy Warhol
Museum. The museums reach more than 1.3 million people a year through exhibitions, educational programs, outreach activities, and special events.

About National Parks Adventure
National Parks Adventure is a MacGillivray Freeman film produced in association with Brand USA and presented globally by Expedia, Inc. and Subaru of America, Inc. with major support from the Giant Dome Theater Consortium. The film is directed by Greg MacGillivray (The Living Sea, Dolphins, Everest) and produced by Shaun MacGillivray (To The Arctic, Grand Canyon Adventure). Academy Award winner Robert Redford narrates the film. Filmed with IMAX 3D cameras, National Parks Adventure is written by Stephen Judson (Everest, To The Arctic) and Tim Cahill (Everest) with a musical score by Steve Wood (Journey to the South Pacific, To the Arctic).

###