South Florida youth are provided the opportunity to see Marvel’s Black Panther in IMAX with Laser at AutoNation IMAX Theater through support from Leo Goodwin Foundation and United Way of Broward County.

Fort Lauderdale, FL March 1, 2018 – Marvel’s Black Panther, the box office hit from director Ryan Coogler, will be enjoyed by 300 youth from Crockett Foundation, Urban League, YMCA, BYC, and the Boys and Girls Club. The opportunity was made possible through support from the Leo Goodwin Foundation and United Way of Broward County. The children will also be served snacks and beverages to make their movie-going experience special.

“The importance of our children having the opportunity to see Black Panther is invaluable. This culturally groundbreaking movie empowers them, it encourages them to further pursue their studies in technology and science and it showcases a superhero unlike any other – someone that all children can aspire to be,” stated Kathleen Cannon, CEO & President United Way of Broward County.

“Not only is Black Panther a vibrant cultural celebration but it introduces children to powerful role models, from inventive female scientists to compassionate philanthropists. Through this partnership, we are providing children with the opportunity to experience a movie that not only provides thrills but will inspire,” said Museum President and CEO, Joseph Cox.

Exclusively at AutoNation IMAX Theater, an hour of the film is presented in an expanded IMAX 1.9:1 aspect ratio and fill more of the IMAX screen, offering moviegoers 26% more of the image than standard cinemas for a truly immersive experience.

The IMAX® release of Black Panther was digitally re-mastered into the image and sound quality of The IMAX Experience® with proprietary IMAX DMR® (Digital Re-mastering) technology. The crystal-clear images, coupled with IMAX’s customized theater geometry and powerful digital audio, create a special environment that immerses the audience.

Marvel Studios’ Black Panther follows T’Challa who, after the death of his father, the King of Wakanda, returns home to the isolated, technologically advanced African nation to succeed to the throne and take his rightful place as king. But when a powerful old enemy reappears, T’Challa’s mettle as king—and Black Panther—is tested when he is drawn into a formidable conflict that puts the fate of Wakanda and the entire world at risk. Faced with treachery and danger, the young king must rally his allies and release the full power of Black Panther to defeat his foes and secure the safety of his people and their way of life.

“Black Panther” stars Chadwick Boseman, Michael B. Jordan, Lupita Nyong’o, Danai Gurira, Martin
Freeman, Daniel Kaluuya, Letitia Wright, Winston Duke, with Angela Bassett, with Forest Whitaker, and Andy Serkis.

The film is directed by Ryan Coogler and produced by Kevin Feige with Louis D’Esposito, Victoria Alonso, Nate Moore, Jeffrey Chernov and Stan Lee serving as executive producers. Ryan Coogler & Joe Robert Cole wrote the screenplay.

**About United Way of Broward County**

United Way of Broward County is a volunteer driven, community-based, non-profit organization servicing Broward County for more than 75 years. United Way of Broward County fights for the health, education and financial stability of every person in our community. United Way of Broward County is the catalyst for change and convener of partnerships that unite the hearts, minds, and resources within the Broward community. For more information, visit www.UnitedWayBroward.org.

**About AutoNation IMAX 3D Theater**

The 300-seat theater AutoNation® IMAX 3D Theater, owned and operated by the Museum of Discovery and Science, opened in 1992. The science of cinema has been raised to the level of Magic at the AutoNation IMAX 3D Theatre now that IMAX with Laser is illuminating the six story screen by lasers. This new technology with dual 4K laser projectors has revolutionized the way we experience 3D films on the big screen. The new laser projector technology offers brighter images, intense colors, and incredible detail that will leave you in awe.

There’s also a next-generation immersive 12-channel sound system featuring 114 speakers capable of 52,000 watts of digital sound. Whether it’s a pin drop or feeling the heart-palpitating force of a volcano, audiences will experience a new kind of visceral sound experience.

IMAX with Laser is a blend of science and art to deliver a cinema experience that suspends disbelief and transports audiences to new worlds. It’s the difference between watching a movie and being a part of one. The AutoNation IMAX 3D Theater is the only place in Florida where you can experience the power of IMAX with Laser and is one of only three Certified Giant Screen® theaters in Florida as certified by the Giant Screen Cinema Association. For show times call 954.463.IMAX (4629) or visit www.mods.org. More information here: [https://mods.org/imax/about-our-imax-theater/](https://mods.org/imax/about-our-imax-theater/)

**About Museum of Discovery and Science**

The mission of the Museum of Discovery and Science is to provide experiential pathways to lifelong learning in science for children and adults through exhibits, programs and films. Founded in 1976 as The Discovery Center, the nonprofit facility serves approximately 400,000 visitors annually. Major operational support for the Museum is provided through generous support by Leadership Guild members including: Broward Health, JM Family Enterprises, Inc., Jet Blue and Wells Fargo.

The Museum is open seven days a week. 365 days a year; Monday through Saturday from 10 a.m. to 5 p.m., and Sunday from noon to 6 p.m. Combination ticket prices are $21 for adults; $19 for seniors 65+; $16 for active/retired military personnel; $16 for children 2 to 12. Children under 2 are free. A Combination Ticket includes admission to the Museum exhibits and one classic 45-minute IMAX documentary movie. The Museum of Discovery and Science is located downtown at 401 SW Second Street, Fort Lauderdale, Florida 33312. For more information about the Museum, visitors should call 954.467.MODS (6637) or visit our web site at [www.mods.org](http://www.mods.org)
Media Contacts:
Cameron Moore     954.713.0904  cmoore@mods.net
Marlene Janetos   954.713.0915  mjanetos@mods.net
Theresa Waldron   954.713.0901  twaldron@mods.net

###