FOR IMMEDIATE RELEASE
October 19, 2018

Museum of Discovery and Science, Rail Events Productions, and Brightline bring Warner Bros.’ THE POLAR EXPRESS™ Train Ride to Fort Lauderdale

Fort Lauderdale, FL, October 19, 2018 – Today, the Museum of Discovery and Science announced that it has been named community supporter of the inaugural service on board THE POLAR EXPRESS™ Train Ride starting November 11, 2018 through January 1, 2019. In partnership with Warner Bros. Consumer Products, the magical story comes to life when the train departs from Brightline’s Fort Lauderdale, Florida station for a round-trip journey led by a cast of professional actors.

Set to the sounds of the motion picture soundtrack, passengers will relive the magic of the classic story as they are whisked away on THE POLAR EXPRESS™ for a magical one-hour trip to meet Santa. Once on board, car hosts will work their way through the coach and punch golden tickets before hot chocolate and a delicious cookie are served by dancing chefs. Passengers then read along with the classic children’s book, The Polar Express, by Chris Van Allsburg. Santa and his helpers board the train to greet passengers and each guest is given the first gift of Christmas. During the trip, characters on each car lead passengers in caroling and onboard entertainment – just like in the film! Each guest will take home a keepsake sleigh bell in addition to the wonderful memories made on this magical trip.

The journey begins November 11, 2018, and runs through January 1, 2019, on select dates. Exact dates, fares and excursion times are available by visiting www.ftlthepolarexpressride.com. Ticket prices range from $50 to $70, depending on date and class of service. Families are encouraged to wear their pajamas for the ride! Can’t wait to start the holiday season? Use promo code EARLYBIRD to save $10 per ticket on dates November 11, 17 and 18, 2018.

Joseph Cox, President and CEO, said, “We are very happy to work with Rail Events, Warner Bros. and Brightline to bring Fort Lauderdale a new holiday tradition with the train ride, the IMAX movie and themed activities that the whole family can enjoy.”

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The Museum will extend THE POLAR EXPRESS™ experience for visitors with screenings of GOBLIN EXPRESS: AN IMAX 3D EXPERIENCE Saturdays and Sundays from November 10 through December 9, 2018, and will offer special appearances by THE POLAR EXPRESS™ Train Ride Conductor and North Pole Pajama Parties at the Museum.

**North Pole Pajama Party**
Saturdays: November 17, 24 and December 1, 8, 2018
10:00 a.m. Holiday Science Show
10:10 a.m. Treats and Holiday Activities
11:05 a.m.-1:00 p.m. THE POLAR EXPRESS: An IMAX 3D Experience
1:00 p.m. to 5:00 p.m. Explore Museum Exhibits

The North Pole Pajama Party features a Holiday Science Show, cupcakes to decorate, hot chocolate, and holiday activity stations including making frozen concoctions of elf ice cream, an edible train design workshop, and mapping the North Pole. Children are encouraged to wear their pajamas or elf costumes.

After the activity stations, you’ll go to the AutoNation IMAX 3D Theater to view THE POLAR EXPRESS, from Warner Bros. Pictures, in IMAX with Laser. IMAX with Laser includes a next-generation immersive sound system. Whether it’s hearing the chorus of carolers or howl of THE POLAR EXPRESS™ steam whistle audiences will experience a new kind of visceral sound experience. For the remainder of the afternoon, your family can build creations just like at Santa’s Workshop in the new exhibit Design! Build! Play! KEVA!

**Prices**
North Pole Pajama Party + THE POLAR EXPRESS IMAX 3D + Exhibits:
- Non-members: $30 Adults; $25 Children 2-12; $25 Military
- Members: $21 Adults; $18 Children 2-12; $18 Military
IMAX movie only:
- Non-Members: $15 Adults; $12 Children 2-12
- Members: $13 Adults; $10 Children 2-12
- Military: $12
Call 954.713.0930 for Advance Tickets or go to [https://mods.org/films/polar-express](https://mods.org/films/polar-express)

Brightline is the most convenient and most enjoyable way to visit the museum if traveling from Miami-Dade or Palm Beach counties. Brightline’s station is about a five-minute walk from the museum. Through a joint partnership, Brightline is offering guests a 25 percent discount for adults in Smart service and children 12 and under ride complimentary with code MODSBL when they book on [www.gobrightline.com](http://www.gobrightline.com).

**About THE POLAR EXPRESS: An IMAX 3D Experience**
The Academy Award®-winning team of Tom Hanks and director Robert Zemeckis (Forrest Gump, Cast Away) reunited for this inspiring holiday adventure based on the classic Caldecott Medal-winning children’s book by Chris Van Allsburg. When a doubting young boy takes an extraordinary train ride to the North Pole, he embarks on a journey of self-discovery that shows him that the wonder of life never fades for those who believe.

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As the first full-length feature ever converted into IMAX® 3D, the Warner Bros. Pictures film opened in 2004 to great critical acclaim. In recognition of its enduring popularity, AutoNation® IMAX® Theater welcomes THE POLAR EXPRESS for an exclusive IMAX-only encore engagement.

Audiences will become totally immersed in the IMAX with Laser 3D presentation, digitally remastered using proprietary IMAX 3D DMR™ technology… grasping at falling snowflakes, ducking as the train screeches into their lap and feeling the howl of the steam whistle via IMAX’s next generation digital surround sound.

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 over 400,000 visitors annually. Major operational support for the Museum is provided through generous support by Leadership Guild members including: JM Family Enterprises, Inc., Jet Blue and Wells Fargo.

The Museum of Discovery and Science 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 5 p.m. The museum 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 www.mods.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 Theater now that IMAX with Laser is illuminating the six-story screen with lasers. This new technology with dual 4K laser projectors has revolutionized the way we experience 3D films on the big screen. The laser projector technology offers brighter images, intense colors, and incredible detail that will leave you in awe. 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. For show times call 954.463.IMAX (4629) or visit www.mods.org. For more information go to https://mods.org/imax/about-our-imax-theater/

About THE POLAR EXPRESS™ Train Ride
Official THE POLAR EXPRESS™ Train Rides are licensed by Rail Events Inc. on behalf of Warner Bros. Consumer Products, Inc. Since 2007, Rail Events Inc. has held exclusive license to operate THE POLAR EXPRESS™ Train Rides in the US, Canada, and the United Kingdom.

About THE POLAR EXPRESS Book
THE POLAR EXPRESS film is based on Chris Van Allsburg’s classic Christmas picture book, which tells the story of a boy who takes a magical Christmas Eve train ride to the North Pole to receive a special gift from Santa. First published by the Houghton Mifflin Company in 1985, The Polar Express became an instant family favorite and has sold more than 12 million copies worldwide. In 1986 it won the prestigious Caldecott Medal for Illustration.

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About Warner Bros. Consumer Products
Warner Bros. Consumer Products (WBCP), a Warner Bros. Entertainment Company, extends the Studio's powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBCP partners with best-in-class licensees globally on an award-winning range of toys, fashion, home décor, and publishing inspired by franchises and properties such as DC, the Wizarding World, Looney Tunes, and Hanna-Barbera.

The division’s successful global themed entertainment business includes groundbreaking experiences such as The Wizarding World of Harry Potter and Warner Bros. World Abu Dhabi. With innovative global licensing and merchandising programs, retail initiatives, promotional partnerships and themed experiences, WBCP is one of the leading licensing and retail merchandising organizations in the world.

About Rail Events Inc.
Rail Events Inc. is the industry leader in rail-related special events management. In 2017, the company licensed events that hosted over one million guests at 50 partner railroads in the US, Canada, and the UK. Rail Events Inc. and Rail Events Productions are wholly owned subsidiaries of American Heritage Railways, which is the premier operator of heritage railroads in the United States.

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