



Press Release
For Immediate Release
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Academy Award® nominee MacGillivray Freeman Films is filming INSPIRATION TAKES FLIGHT March 27-28, 2019, in Fort Lauderdale for the Museum of Discovery and Science's To Fly 7D ride film experience.

- Media are invited to visit filming locations –

March 25, 2019, Fort Lauderdale, FL – The Museum of Discovery and Science is working with Academy Award® nominee MacGillivray Freeman Films to produce a short film entitled, INSPIRATION TAKES FLIGHT. Filming will take place on March 27 and 28, 2019, in Fort Lauderdale and the Everglades. The project is funded in part by a grant from the Emil Buehler Perpetual Trust and in partnership the Greater Fort Lauderdale Convention and Visitor's Bureau.

President/CEO, Joseph P. Cox said, "We are incredibly fortunate to have support from the Greater Fort Lauderdale Convention and Visitors Bureau and thrilled to have it produced by one of the best documentary film producers in the world, MacGillivray Freeman Films."

The Museum of Discovery and Science connects people to inspiring science. This movie is designed to introduce visitors to the inspiring idea of flight, how did we take to the skies, and what do we do there and to explore careers in aviation that make a difference in people's lives. Captivating imagery will be anchored in Fort Lauderdale but the film explores the world. Audiences will feel as if they are looking forward, out of the cockpit, through the eyes of a bird.

The movie will be presented in the Museum's 7D Theater. This is a multi-dimensional theater (www.simnoa.com) that allows for an immersive viewing experience by combining 3D imagery with sensory experiences such as water spray, bubbles, mist and a motion effect simulator in the seats to create an unforgettable experience.

The 7D Theater is part of the To Fly Exhibit Hall where Museum visitors' hands-on experience begins by climbing into three different replica cockpit simulators: the Lockheed-Martin F-35 Joint Strike fighter; the Edge 540, an aerobatic single engine aircraft; and the Vought F4U Corsair, a WWII fighter plane. The highlight of the To Fly Exhibit Hall is the state-of-the-art 7D capsule theater that will soon take guests on an exhilarating flight through the sky.

About MacGillivray Freeman Films

MacGillivray Freeman Films is the world's foremost independent producer and distributor of giant-screen 70mm films with 40 films for IMAX and giant-screen theaters to its credit. Throughout the company's 50-year history, its films have won numerous international awards including two Academy Award® nominations and three films inducted into the IMAX Hall of Fame. MacGillivray Freeman's films are known for their artistry and celebration of science

and the natural world. It is the first documentary film company to reach the one-billion-dollar benchmark for worldwide box office.

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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 Museum provides enriching Science, Technology, Engineering and Mathematics (STEM) education to approximately 400,000 visitors annually. As a nonprofit organization, major operational support for the Museum is provided through generous funding by Leadership Guild members including: Citrix, JM Family Enterprises, Inc., Jet Blue and Wells Fargo.

The Museum is open Monday through Saturday from 10 a.m. to 5 p.m., and Sunday from noon to 5 p.m. Ticket prices are \$17 for adults; \$16 for seniors 65+; \$14 for active/retired military personnel; \$14 for children 2 to 12. Children under 2 are free. A 45-minute IMAX documentary or Hollywood movie can be added for a small up charge.

The Museum of Discovery and Science is located downtown at 401 SW Second Street, Fort Lauderdale, Florida 33312. For more information about the Museum, call 954.467.MODS (6637) or visit our website at www.mods.org

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