



Press Release
For Immediate Release
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**NEW IMAX® DOCUMENTARY *SUPERPOWER DOGS* OPENS ON APRIL 27, 2019
AT AUTONATION IMAX THEATER**

Join narrator, Chris Evans, on an immersive IMAX® adventure to experience the life-saving superpowers and extraordinary bravery of some of the world's most remarkable dogs

Fort Lauderdale, FL, April 11, 2019 – The latest IMAX documentary from IMAX Entertainment, Cosmic Picture and presenting sponsor Mars Petcare, ***Superpower Dogs***, will open in IMAX® with Laser 3D at AutoNation IMAX Theater located at the Museum of Discovery and Science on April 27, 2019. From the filmmakers behind the acclaimed documentaries *Jerusalem* and *Journey to Mecca*, ***Superpower Dogs*** takes audiences on an immersive IMAX® adventure to experience the life-saving superpowers and extraordinary bravery of some of the world's most amazing dogs. The film is narrated by Chris Evans (*Captain America: The First Avenger*, *Gifted*).

Superpower Dogs follows six real-life working dogs from around the world as well as their human partners as they brave earthquakes and avalanches, protect endangered species such as rhinos and elephants and transform the lives of people with special needs.

Audiences will discover the amazing abilities of different breeds and the astonishing science behind their superpowers. We'll never look at our best friends the same way again! Meet the stars of ***Superpower Dogs*** here:

- HALO, a rookie puppy training to join one of the most elite disaster response teams in America, Florida Task Force 1;
- HENRY, an avalanche rescue expert saving lives in the mountains of British Columbia;
- REEF, a Newfoundland lifeguard in the Italian Coast Guard;
- RICOCHET, a surf and therapy legend in California who heals people with special needs;
- TIPPER and TONY, Bloodhound brothers leading the fight to save endangered species in Africa.
- Images:
https://www.dropbox.com/sh/5lhr10cz9dqg7pr/AADnl7JpoP0AQQq_opmMnjyna?dl=0

PHOTO OPPORTUNITY: At 9:00 a.m. on April 27, 2019, Florida Task Force 1 and their families will be honored for their disaster response service. All nine canine teams will be present for the ceremony and premiere screening of *Superpower Dogs*. Museum guests will be able to meet HALO and human partner "Cat" Labrada as well as other Florida Task Force 1 canine teams from 9:00 a.m. to 1:00 p.m.

"I am really happy to be part of *Superpower Dogs*," said Chris Evans. "I am a proud dog owner and completely understand the connection that humans have with these remarkable

animals. I love the way this film highlights incredible working dogs who utilize their real-life superpowers to help and protect people."

"Superpower Dogs was a joy from start to finish, said Daniel Ferguson, Writer/Director. "The real-life heroism of these animals and the bond they share with their human partners is such a moving, epic story that lends itself perfectly to the IMAX® format. We hope audiences come away with a deeper appreciation for our best friends."

Mars Petcare, one of the world's leading pet care companies, is proud to be the exclusive presenting sponsor of *Superpower Dogs*, as the film aligns with the company's purpose of A BETTER WORLD FOR PETS™ by spotlighting the amazing true stories of dogs with extraordinary abilities who save lives and make the world a better place.

As the presenting sponsor, several Mars Petcare brands will be actively supporting the film, including the PEDIGREE® and EUKANUBA™ dog food brands, BANFIELD™ Pet Hospital, WHISTLE™ GPS Pet Tracker and WISDOM PANEL™ Canine DNA Test. Through its sponsorship, Mars Petcare is providing museums and theaters with a variety of educational materials on the science of dogs, importance of responsible pet ownership and how to help end pet homelessness from its various programs and brands, including Waltham Centre for Pet Nutrition, BANFIELD™ Pet Hospital and BETTER CITIES FOR PETS™.

Superpower Dogs was filmed using IMAX® cameras and mixed in immersive IMAX 12.0 channel sound. With the clearest picture on the largest screens and immersive, heart-pounding audio, The IMAX Experience® will put audiences in the heart of the action and highlight the profound connection people have with dogs.

Superpower Dogs is a family-friendly film and has a run time of 45 minutes. For more information, please visit www.superpowerdogs.com and follow @SuperpowerDogs. Show Times for Superpower Dogs are available at <https://mods.org/imax/show-times/>

Opening weekend show times and events:

Saturday April 27, 2019

9:00 a.m., 10:20 a.m., 11:25 a.m.

9:00 a.m. Florida Task Force 1 and their families will be honored for their disaster response service.

9:00 a.m. -1:00 p.m.

Meet Florida Task Force 1 canine units including Superpower Dogs star, HALO.

Onsite adoptions with the Humane Society and Southwest Florida Greyhound Adoption in the Museum atrium.

Meet "Karma", the Human Society's service and emotional support dog who assisted during the tragic events at Marjory Stoneman Douglas High School, and "Hydro" from the City of Fort Lauderdale's Fire Rescue team with Lieutenant Stefanie Silk.

Meet dogs from Everglades Angels Dog Rescue and learn more about Camp Canine, a unique cageless boarding daycare for dogs and cats.

10:30 p.m. and 12:30 p.m.

Proper Pet Training demonstration in the Keller Science Theater, presented by the Humane Society.

About HALO



Superpower: Disaster Response

Location: Miami, FL, U.S.A.

Breed: Dutch Shepherd

Human partner: “Cat” Labrada

The runt in a litter of ten Dutch Shepherd brothers and sisters, Halo showed some promise as a working dog soon after her birth. In January 2016, Fire Captain ‘Cat’ Labrada of Miami Dade County, Florida flew to Detroit and chose her as her new partner. From the day she arrived back home, Halo met her new family, including Cat’s retired search and rescue dog, the golden Labrador Bella, and the other members of Florida Task Force 1, one of the most elite search and rescue teams in America. In those early days, Cat describes her lovingly as “a devil dog” with an independent, even mischievous streak. However, as her training progressed, she began to mature into a more focused and confident search dog.

Over the next two years, Halo and Cat forge a remarkable bond as they train at facilities in Texas, Georgia and Tennessee, including one of the most challenging sites in the country, Disaster City, before eventually deciding to take the ultimate test: the Federal Emergency Management Association’s Foundation Skills Assessment (FSA) and Certification Exam (CE) in New York. *Superpower Dogs* audiences learn if Cat and Halo have what it takes to save lives in a real disaster.

About AutoNation® IMAX 3D Theater

The 300-seat theater AutoNation® IMAX 3D Theater is owned and operated by the Museum of Discovery and Science. In 2017, the Theater was completely reimagined to be the first in Florida to feature IMAX with Laser raising the science of cinema to the level of magic. This new technology with dual 4K laser projectors has revolutionized the way we experience 3D films on the six-story-high 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-palpating force of a volcano, audiences will experience a new kind of visceral sound experience. IMAX with Laser is a blend of science and art that delivers 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: http://www.mods.org/IMAX/Laser/4K%20Laser/4K_Laser.html

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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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