



Calling All Trailblazers! Connect to Your Inner Explorer During *Into America's Wild* Weekend at the Museum of Discovery and Science March 26-28, 2021

The event is sponsored by RV Retailer, LLC

Fort Lauderdale, Fla. (March 18, 2021) --- The **Museum of Discovery and Science (MODS)** invites guests to step off the beaten path and connect to their inner explorer during *Into America's Wild Weekend*, presented by RV Retailer, taking place **Friday, March 26 through Sunday, March 28**. Throughout this wild weekend, Museum goers will discover make-and-take wilderness projects, connect with MODS' animal ambassadors and catch *Into America's Wild*, narrated by Morgan Freeman, on the AutoNation IMAX Theater's GIANT screen.

"We are ecstatic to present a weekend celebration of *Into America's Wild*, giving our guests a front row seat to the beauty and magic of nature through the breathtaking imagery captured by Academy Award-nominated filmmakers MacGillivray Freeman Films," said Joseph P. Cox, president and CEO of the Museum of Discovery and Science. "At MODS, our mission is connecting people to inspiring science providing guests with the opportunity to explore the unknown and be part of something bigger than themselves."

During the three-day event, Museum explorers can participate in a series of interactive activities designed to let them fly, roam, travel, voyage, explore, journey, discover and experience *Into America's Wild*.

Activities include:

- Examine how animals and humans survive, explore environmental sustainability and meet MODS animal ambassadors from Florida's wild places.
- Grow your green thumb by learning to transform your home into a mini-nature center.
- Make-and-take animal crafts for an urban wilderness.

As part of the weekend, guests can visit the AutoNation® IMAX® 3D Theater for a screening of *Into America's Wild*, a 40-minute family-friendly film. This documentary explores the transformational allure of wild places and the human connection shared with the world alongside trailblazers John Herrington, Ariel Tweto and Jennifer Pharr Davis.

Local community partners will be onsite sharing experiences and information on adventures, including RV Retailer.

“There’s no better way to stoke your sense of American adventure than a great family getaway! We partnered with MODS for this exciting weekend to bring elements of road warrior travel to South Florida’s home for exploration, the Museum of Discovery and Science” said Jon Ferrando, CEO and president of RV Retailer, LLC.

Into America’s Wild activities are included in the purchase of a ticket to MODS. Tickets are available at mods.org/tickets or at the Museum box office. Space is limited to ensure social distancing and masks are required for ages 2 and up, including those who have received a COVID vaccination.

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ABOUT THE RV RETAILER, LLC:

RV Retailer, LLC is a leading recreational vehicle retail company in the United States with a focus on providing an outstanding experience for RV customers in new and used sales, service and parts, and customer financial services. RV Retailer has 55 RV stores in Arizona, Colorado, Florida, Georgia, Indiana, Iowa, Kentucky, Missouri, Ohio, New York, North Carolina, South Carolina, Tennessee, Texas and Utah. Regional store brands include: RV One Superstores, Motor Home Specialist, ExploreUSA, Sonny's Camp-N-Travel, Cousins RV, Camper Clinic, Lifestyle RVs, Family RV Group, Bill Plemmons RV World, Northgate RV, Carolina Coach and Tom's Camperland, which sell a wide range of new and used RV brands with thousands of RVs in inventory.

RV Retailer is led by co-founders Jon Ferrando, Chief Executive Officer and President, and John Rizzo, Executive Vice President, Chief Financial Officer and Treasurer. Jon Ferrando and John Rizzo were instrumental in building America's largest automotive retailer from start-up to over \$20 billion in revenue. RV Retailer's leadership team has over 250 years of automotive and RV retail industry experience.

ABOUT MUSEUM OF DISCOVERY AND SCIENCE:

Founded in 1976 as the Discovery Center, today MODS is at the forefront of science education, innovation and exploration. In addition to daily hours, MODS is currently offering virtual and offsite programming, which allows us to continue connecting people around the globe to inspiring science - whether at home or in virtual classrooms. The Museum showcases more than 300 interactive exhibits, immersive films, experiential programs and an aviation-themed Makerspace. MODS currently offers virtual and offsite programs including boredom-busting experiences for children, families and adults - whether at home or in virtual classrooms. Families can enjoy super science shows and demonstrations, wild Creature Feature animal encounters, awesome avatar tours and private experiences, mind-blowing Makerspace labs, cool camps, unforgettable birthday parties, engaging field trips and STEM curricula, professional development workshops for educators, distinguished speakers, and more.

The Museum celebrates diversity and welcomes visitors from all walks of life. The Museum hours are Tuesday through Saturday 10 a.m. to 5 p.m. and Sunday 12 p.m. to 5 p.m. MODS is located downtown at 401 SW Second Street, Fort Lauderdale, Florida 33312. For more information about the Museum, please visit mods.org or call 954.467.MODS (6637).

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ABOUT THE AUTONATION® IMAX® 3D THEATER:

The AutoNation® IMAX® 3D Theater is owned and operated by the Museum of Discovery and Science. The Theater showcases IMAX dual 4K laser projectors and a 15/70mm projection system, which revolutionizes the way guests experience films on the six-story-high screen with an 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. The AutoNation IMAX 3D Theater is the only place in South 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 showtimes, please visit mods.org/showtimes. Private screenings are available, please inquire by emailing booking@mods.org.

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