



***Dino Dana The Movie*, Presented by Safari Ltd.<sup>®</sup>,  
Stomps into the Museum of Discovery and Science**

*MODS' AutoNation IMAX Theater is the Official U.S. Museum Red Carpet Premiere Partner for the Museum Version of 'Dino Dana The Movie'; MODS Opening Dino Dana Exhibit and Augmented Reality Experience*

**Fort Lauderdale, Fla. (April 12, 2021)** – Kids will discover the wonders of the Mesozoic era, as Dino Dana, star of *Dino Dana The Movie*, presented by Safari Ltd.<sup>®</sup>, and her friends roar into the Museum of Discovery and Science (MODS)! Guests can visit the new *Dino Dana* exhibit, see the coolest dino augmented reality (AR) experience and catch *Dino Dana The Movie* on the GIANT screen as part of the MODS Discovery Pass. The film will be released on May 22 with official red carpet premieres at MODS on Saturday, June 5 and Sunday, June 6.

“Fascination with prehistoric life never goes extinct, and MODS is excited to partner with Sinking Ship Entertainment and Safari Ltd. for the official U.S. launch of *Dino Dana The Movie* in South Florida,” said Joseph P. Cox, president and CEO of MODS. “*Dino Dana The Movie* is a fun and adventurous exhibit and film powered by fierce heroine paleontologist Dana, her friends and the augmented reality dinosaurs they encounter along the way.”

The *Dino Dana* Calendar of Events Includes:

- May 22: Film Launch at MODS
- June 5 - 6: *Dino Dana Field Pass* Red Carpet Premiere – Ribbon Cutting of Exhibit, Special Showings of the Film and *Dino Dana Colossal Fossil* Educational Programming
- June 19: Museum Members-Only Morning

“Exposure to science truly helps children link the wonders of the past to today’s environmental challenges using modern STEM applications. Families will flock to see dinosaurs in action through the latest technology at MODS,” Cox continued.

*Dino Dana The Movie*, a 45-minute family-friendly film, finds 10-year-old Dana, who sees dinosaurs in the real world, completing an experiment that asks where all the kid dinosaurs are. To find the answer, Dana, her older sister Saara, and their new neighbors Mateo and Jadiel go on a dinosaur journey bigger than anything Dana has ever faced before.

MODS has partnered with Sinking Ship Entertainment, a multi-award-winning children's entertainment company and producer of *Dino Dana The Movie*, to bring *Dino Dana's* adventures to life at the Museum with the film on the GIANT screen, as well as a Paleontologist in Training Live Show and the creation of an exhibit.

"Sinking Ship Entertainment is thrilled to be partnering with the Museum of Discovery and Science," said Jennifer Lee Hackett, Manager of Museum and Non-Theatrical Sales, for Sinking Ship Entertainment. "Not only did MODS share our vision for the museum launch for *Dino Dana The Movie*, they also enhanced the plan with their own creative touches. With the addition of our presenting sponsor, Safari Ltd., we are looking forward to launching this fun and educational experience at MODS and exploring options for the exhibition to tour other museums and science centers worldwide."

To make the *Dino Dana The Movie* experience even more immersive, Safari Ltd., presenting sponsor of the exhibit, is introducing new educational dinosaur toys that include innovative and interactive elements for young, aspiring paleontologists to learn through play.

"Children connect with the importance of nature and conservation through the joy of hands-on discovery. This meaningful partnership with MODS and Sinking Ship will help foster imaginative play while inspiring children to love the environment through our educational toys," said Alexandre Pariente, CEO & owner Safari Ltd.

Guests who purchase tickets to the *Dino Dana The Movie* Field Pass Red Carpet Premiere will experience the *Dino Dana The Movie Colossal Fossil* educational programming, which includes:

- All-day exhibit and Museum exploration
- A film screening of *Dino Dana The Movie* in IMAX (Select one of three film screenings)
- A meet-and-greet with Trixie, MODS' resident baby Triceratops
- Exploration of the new *Dino Dana The Movie* exhibit
- Dig pit excavation with shark teeth to take home
- Make-and-take activities - dinosaur skeletons and fossils
- Becoming a "paleontologist in training" at MODS' new *Dino Dana The Movie* Augmented Reality live stage show and experience in the Keller Science Theater
- Shopping the exclusive *Dino Dana The Movie* and Safari Ltd. educational merchandise and Field Guide in the MODS' Explore Store

The red carpet premieres are part of a special *Dino Dana The Movie* Field Pass with exhibit and film admission. Admission to the exhibits is included with the purchase of a ticket to MODS. Museum members always receive free admission. For more information, please visit [mods.org/tickets](https://mods.org/tickets).

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### **ABOUT SINKING SHIP ENTERTAINMENT:**

Sinking Ship Entertainment is a multi-award-winning production, distribution, and interactive company specializing in family and kids' live-action and CGI-blended content. Since its founding in 2004 by J.J. Johnson, Blair Powers and Matt Bishop, Sinking Ship has produced more than 17 series and 500 hours of content, distributed to more than 200 countries around the world. With a global reputation for quality, groundbreaking original series and companion interactive experiences, Sinking Ship has won 21 Daytime Emmy® Awards, including Outstanding Pre-School Children's Series for *Dino Dan: Trek's Adventures* (Nickelodeon), Outstanding Children's or Family Viewing for *Odd Squad* (PBS KIDS), Outstanding Children's or Family Viewing for *Ghostwriter* (Apple TV+) and Outstanding Education or Informational Series for *Giver* (ION). International awards include a 2019 BAFTA for *Odd Squad* and multiple Canadian Screen Awards, Youth Media Alliance Awards, Parents Choice Awards, the Shaw Rocket Prize, and the Prix Jeunesse International. In 2020, Sinking Ship was also named as the number one Kids' Entertainment Production Company on Kidscreen's Hot50 list. Among the series currently in production are the third season of the worldwide success, *Odd Squad*, as well as the upcoming new series, *Jane*, inspired by and co-produced alongside renowned primatologist Jane Goodall. Currently in pre-production is the series *Builder Brothers Dream Factory*, in partnership with Scott Brothers Entertainment. In addition to its critically-acclaimed productions, Sinking Ship operates a cutting-edge VFX and Interactive Studio, creating multi-platform digital experiences and interactive content for audiences around the globe. For more information, visit the Sinking Ship [website](#), [Facebook](#), [Twitter](#), and [Instagram](#).

### **ABOUT SAFARI LTD:**

For over 35 years, Safari Ltd. has been a premier manufacturer and distributor of high-quality Toys that Teach®. With Safari Ltd. toys, children have fun while learning about wildlife animals, dinosaurs, mythical creatures, and more. As a family-owned and operated business, Safari Ltd. is dedicated to creating carefully crafted products, providing excellent customer service, and taking imaginative play to the next level.

### **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](https://mods.org/showtimes). Private screenings are available, please inquire by emailing [booking@mods.net](mailto:booking@mods.net).

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**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. Starting Memorial Day 2021, MODS will be open Monday 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](http://mods.org) or call 954.467.MODS (6637).

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