

FOR IMMEDIATE RELEASE

AutoNation
IMAX® 3D Theater
at the MUSEUM OF DISCOVERY AND SCIENCE



THE DIGITALLY REMASTERED EPIC MOUNTAIN ADVENTURE *EVEREST*, NARRATED BY LIAM NEESON, WILL BE PREMIERING ON THE GIANT SCREEN AT THE MUSEUM OF DISCOVERY AND SCIENCE (MODS) AUTONATION® IMAX® 3D THEATER BEGINNING FRIDAY, FEBRUARY 18

The digital release of MacGillivray Freeman's record-shattering documentary celebrates the 25th anniversary of its historic IMAX® filmmaking expedition to the mountain's summit.

ALSO PREMIERING AT AUTONATION® IMAX® 3D THEATER AT MODS IS THE CAPTIVATING AND THRILLING DOCUMENTARY, *IRELAND*, NARRATED BY LIAM NEESON ON THURSDAY, MARCH 17

The stunning natural wonders and rich, cultural heritage of the Emerald Isle come alive in this visually stunning cinematic experience.

FORT LAUDERDALE (February 16, 2022) – The recently remodeled AutoNation® IMAX® 3D Theater at the Museum of Discovery and Science (MODS) featuring new premium seating will premiere two epic adventure documentaries narrated by Liam Neeson, *Everest*, opening on Friday, February 18, and *Ireland*, opening on Thursday, March 17. The Theater features new rocker seats that feature a smooth glide with a flip-up cupholder arm allowing for companion seating.

A new generation of South Florida audiences will enjoy *Everest*, MacGillivray Freeman's epic mountain adventure, at the AutoNation® IMAX® 3D Theater at MODS. The blockbuster giant-screen documentary has been digitally remastered in 16k resolution in celebration of the 25th anniversary of the historic filmmaking expedition that captured the first-ever IMAX® images from the top of Mount Everest.

Narrated by internationally acclaimed actor Liam Neeson and featuring the music of George Harrison, *Everest* is the dramatic true story of a team of four climbers who ascended Mount Everest just days after fellow mountaineers and friends died in the 1996 Mount Everest disaster. The film is a story of hope, strength, and triumph in the wake of tragedy, showing audiences the true power and resilience of the human spirit.

"Everest captured the world's imagination when it was released nearly twenty-five years ago, and this new edition will allow a new generation to be inspired by the film's emotional story of human triumph over adversity," said **producer and director Greg MacGillivray**. *"With the very latest in 16k digital scanning*

technology, the film will look as if it was filmed yesterday, with spectacular sharpness, clarity and contrast in the images. Audiences will feel like they are on the summit, standing on top of the world.”

To prepare the film’s pristine new 16k digital images, the MacGillivray Freeman post-production team is using the same film scanner that was custom-made for the filmmakers of *Apollo 11* to digitize NASA’s 70mm archival footage from its mission to the moon.

“*Everest* is an important part of giant-screen filmmaking history,” said **Shaun MacGillivray, president of MacGillivray Freeman Films**. “Its unprecedented success brought a new audience to giant screen theaters and introduced them to the powerfully immersive experience of these large-format films. We’re excited to share this new digital version with a whole new audience.”

“We are ecstatic to bring the remastered epic film, *Everest*, to our guests, giving them a front row seat to the historic documentary by Academy Award-nominated filmmaker 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 – this film does just that by taking the viewer on the explorational journey to a place very few people will ever visit.”

Also premiering on the AutoNation® IMAX® 3D Theater’s giant screen on Thursday, March 17 is ***Ireland. Ireland***, also narrated by Liam Neeson, explores the natural wonders and rich, cultural heritage of the island of Ireland, from Trinity College Library and the world’s most famous illuminated manuscript, The Book of Kells, to such spectacular natural landmarks as the giant Cliffs of Moher, the volcanic Giant’s Causeway and the rugged Skellig Islands where researchers are studying local puffins. Led by Irish writer Manchán Magan, violinist Patricia Treacy and four Irish teens looking to connect with their Irish heritage, audiences will rediscover the vibrant traditions, language, and sacred customs of this ancient land.

“Ireland has long captivated the world’s imagination with its rich history and picturesque landscapes, and with this film we hope to share with audiences all the wonder and cultural diversity that makes the island of Ireland so unique and special,” **continued MacGillivray**, “Our story intertwines Ireland’s ancient past with its vibrant future, and I hope the film ignites a new appreciation for the vast, natural beauty and fascinating, cultural traditions of this magical place.”

“There is a movement in Ireland to reconnect with our heritage, to rediscover what it means to be Irish, and I am delighted to help bring the joy and diversity of all that Ireland has to offer, both the old and the new, to IMAX and giant-screen audiences worldwide,” **said internationally acclaimed actor Liam Neeson**. “As viewers experience Ireland’s great beauty and humanity on the world’s largest screens, they will fall in love all over again.”

“This film explores the natural wonders and rich, cultural heritage of the island of Ireland,” **continued Cox**. “And we are excited to bring this captivating and thrilling journey to our guests, giving them the opportunity to explore and experience everything Irish from the Cliffs of Moher and Giant’s Causeway, to observing the comical puffins of Skellig.”

The AutoNation® IMAX® Theater at the Museum of Discovery and Science is located at 401 SW 2nd Street in Fort Lauderdale. For showtimes, please visit mods.org/showtimes. Private screenings are available, please inquire by emailing booking@mods.org.

Everest is family-friendly and has a run time of 40 minutes. The film is a MacGillivray Freeman film presented by Polartec and parent company Milliken. For more information, please visit everestfilm.com.

EVEREST TRAILER: youtu.be/1khEBbx1xbU

Ireland is family-friendly and has a run time of 40 minutes. The film is a MacGillivray Freeman film presented by Tourism Ireland. For more information, please visit irelandmovie.com.

IRELAND TRAILER: youtu.be/wQZQWbLqKSc

EVEREST AND IRELAND IMAGES: dropbox.com/sh/4vj9rwc7exdgoar/AAB89R2JZfvVR3vnR-6GdGZsa?dl=0

ABOUT MACGILLIVRAY FREEMAN FILMS

MacGillivray Freeman Films is the world's foremost independent producer and distributor of giant-screen 70mm films with 48 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. For more information about the company, visit macgillivrayfreeman.com.

ABOUT MILLIKEN

Materials science expert Milliken & Company knows that a single molecule has the potential to change the world. With innovative solutions across the textile, flooring, specialty chemical, and healthcare industries, Milliken answers some of the world's greatest challenges. Named to the World's Most Ethical Companies list by Ethisphere Institute for 15 straight years, the company meets the moment with an unwavering commitment to delivering sustainable solutions for its customers and communities. Eight thousand associates across 46 locations globally rally behind a common purpose: to positively impact the world for generations. Discover more about Milliken's curious minds and inspired solutions at milliken.com and on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#).

ABOUT POLARTEC®

Polartec® is the premium provider of innovative and sustainable textile solutions. Since inventing the modern technical fleece in 1981, then called PolarFleece, the engineers at Polartec® continue to advance the science of fabric, creating fabric technologies that solve problems and improve the way products are designed and used. Polartec® products range from lightweight wicking and cooling fabrics to insulation and weather protection textiles, and are utilized by leading consumer brands, the U.S. Military and other global militaries, flame resistance, workwear, and contract upholstery markets. For more information, please visit Polartec.com and follow Polartec on [Instagram](#), [Twitter](#) and [Facebook](#).

ABOUT TOURISM IRELAND

Tourism Ireland is the organization responsible for promoting the island of Ireland as a leading holiday destination. In 2019, we welcomed 11.3 million overseas visitors to the island of Ireland, delivering revenue of €5.9 billion. Tourism Ireland's international website is ireland.com, 33 market sites available in 30 different countries in 11 language versions around the world.

ABOUT THE AUTONATION® IMAX® 3D THEATER

The AutoNation® IMAX® 3D Theater is owned and operated by the Museum of Discovery and Science

(MODS). 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 palpitating force of a volcano, audiences will experience a new 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 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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