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***FLIGHT OF THE BUTTERFLIES IN 3D SOARS ONTO THE GIANT SCREEN
AT AUTONATION® IMAX® 3D THEATER AT MUSEUM OF DISCOVERY
& SCIENCE IN FORT LAUDERDALE***

***Epic New Giant Screen 3D Adventure Captures One of the Longest Migrations on Earth
and the Inspiring True Story of One Scientist's Stunning Discovery.
A Portion of Film Proceeds to Aid Monarch Butterfly Conservation Efforts.***

Fort Lauderdale, Fla. (October 28, 2022) – *Flight of the Butterflies in 3D*, a breathtaking new giant screen adventure from SK Films, is opening in the AutoNation® IMAX® 3D Theater at the Museum of Discovery & Science (MODS) on November 4, 2022.

Based on a remarkable true story, the epic film immerses audiences in a triumphant journey of perseverance that spans thousands of miles and several generations -- tracking real monarch butterflies to their mysterious Mexican winter haven where audiences will discover a truly spectacular sight: hundreds of millions of REAL live butterflies in one of the most amazing places on Earth!

“True stories create true relationships, and we are delighted to bring *Flight of the Butterflies* to our guests,” said **Joseph P. Cox, president and CEO of MODS**. “At MODS, our goal is to connect people to inspiring science through experiences they may not know about and feel like they are part of something bigger than themselves. This film does exactly that by giving viewers an up-close look at the monarchs’ incredible journey.”

Flight of the Butterflies is a trilateral co-production between Mexico, Canada and the U.K. Director Mike Slee co-wrote the script with co-Executive Producer Wendy MacKeigan (*Journey to Mecca: In the Footsteps of Ibn Battuta, The Water Brothers*). The film’s Executive Producer is Jonathan Barker (*Bugs! 3D, Into the Deep 3D*).

The film is the awe-inspiring story of two unlikely heroes that share a common strength. Based on true events, it follows the epic journey of the iconic monarch butterfly in one of the most incredible migrations on Earth, and the determined scientist, Dr. Fred

Urquhart, who spent 40 years trying to discover the mysteries surrounding their journey and secret winter hideaway.

What began with a small boy daydreaming about where butterflies went each winter became a lifelong pursuit by Urquhart, who ingeniously enlisted the help of legions of volunteers, known as “citizen scientists,” to help with tagging and tracking the butterflies. The decades-long quest yielded the ultimate discovery of the monarch butterflies’ overwintering sites in the sanctuaries of Mexico.

Through spectacular Giant Screen / IMAX® technology audiences are transported into the tiny world of one intrepid creature – Dana (Danaus Plexippus) – and her offspring as they migrate north from Mexico through the U.S. to Canada and back south again to the captivating hidden butterfly sanctuaries set 10,000 feet high in the mountains of the States of Michoacán and Mexico.

The iconic monarch butterfly is a true marvel of nature. Weighing less than a penny, it makes one of the longest migrations on Earth across a continent, yet with pinpoint navigational accuracy, to a place it has never been. While much has been learned, scientists are still unraveling the many inter-related aspects of this phenomenon of the natural world. As the film illustrates, it takes two to three generations of butterflies to migrate north from Mexico through the U.S. to Canada and one “super generation” to complete the migration back south to Mexico.

In the immersive 3D Giant Screen environment, moviegoers will experience this journey up close and see the evolution from egg to caterpillar to pupa to butterfly captured for the first time thanks to MRI and micro-CT scans, which bring audiences closer to the action than ever before. The close-up/macro photography work was undertaken in collaboration with Oscar® winner Peter Parks (*The Tree of Life*). The film team also travels high into the mountain ranges and up tree canopies into the monarch sanctuaries of Mexico to capture stunning real footage of hundreds of millions of these magnificent creatures.

Flight of the Butterflies received major funding from the National Science Foundation and includes an extensive Educational Outreach Program, built in partnership with The Maryland Science Center. The world’s top monarch butterfly experts, including Dr. Chip Taylor, Dr. Karen Oberhauser and Dr. Lincoln Brower, served as scientific advisors to the film. Major support has also come from the Mexican Federal Government (Environment & Tourism) and the States of México and Michoacán, as well as from two of the most important companies in Mexico – Coca-Cola FEMSA, and Grupo Bimbo (the world’s largest baked goods company).

In 2008, UNESCO declared the monarch butterfly reserve in Mexico a World Heritage Site. Monarch butterflies depend on milkweed and milkweed habitats for survival. Despite efforts by the Mexican government to protect the sanctuaries, enforcement is

difficult in remote regions and several forces persist in threatening the survival of the monarch butterfly migration, including degradations of forest habitats, the side effects of industrial farming and climate change.

Significant portions of the film's box office revenue will go towards monarch butterfly conservation through Mexico's leading conservation organization, Fondo Mexicano para la Conservación de la Naturaleza.

For more information about the film, please visit flightofthebutterflies.com.

The AutoNation® IMAX® Theater at the Museum of Discovery & Science is located at 401 SW 2nd Street in Fort Lauderdale. *Flight of the Butterflies* is included in the MODS Discovery Pass, an all-in-one ticket that includes Museum exhibitions, live science demonstrations and one IMAX documentary film. For tickets, please visit mods.org/tickets and for showtimes, please visit mods.org/showtimes.

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About the Museum of Discovery and Science:

Founded in 1976 as the Discovery Center, today the Museum of Discovery and Science (MODS) is at the forefront of science education, innovation and exploration. MODS connects people to inspiring science, providing STEM education and cultural experiences for 450,000+ visitors annually in the 150,000 sq. ft. facility. MODS is a 501 (c)(3) nonprofit organization that has been accredited by the American Alliance of Museums (AAM) for three decades (only 3% of science museums are accredited for excellence and leadership in the field). In the past year, MODS has added to that distinction by being named *Broward's Hub for Resilience Education* by the Board of the Community Foundation of Broward, selected by the LEGO Foundation as one of only 12 museums nationwide to join the *Playful Learning Museum Network* and was selected as one of 15 finalists for the prestigious *2022 IMLS National Medal for Museum Service*.

The Museum celebrates diversity and welcomes visitors from all walks of life. The Museum hours are 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 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 (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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