



THE IMMERSIVE 3D FILM EXPERIENCE *SERENGETI: JOURNEY TO THE HEART OF AFRICA* WILL PREMIERE ON THE GIANT SCREEN IN THE AUTONATION® IMAX® 3D THEATER AT THE MUSEUM OF DISCOVERY AND SCIENCE BEGINNING FRIDAY, JANUARY 20

One of nature's most spectacular events will come alive through the eyes of the youngest members of the animal cast, as they embark on life's journeys.

FORT LAUDERDALE, FLA. (January 19, 2023) – The AutoNation® IMAX® 3D Theater at the Museum of Discovery and Science (MODS) will premiere a brand-new *Serengeti: Journey to the Heart of Africa* documentary film featuring one of nature's most spectacular events on a scale for which only the giant screen medium can do it justice. The film will open on Friday, January 20.

“We are delighted to bring the breathtaking and educational film, *Serengeti: Journey to the Heart of Africa*, to our guests providing them with a unique opportunity to immerse themselves in the beauty of African wildlife,” said **Joseph P. Cox, president and CEO of the Museum of Discovery and Science**. “At MODS, our mission is to connect people to inspiring science and this film does an extraordinary job of doing just that. It connects and inspires audiences as they learn about conservation and resilience in one of the world's greatest ecosystems, an important element integral to MODS' role as the Hub for Resilience Education here in Broward County.”

The Serengeti is the site of an annual migration of more than one million wildebeest, followed by an array of other iconic African animals. Audiences will experience the migration through the eyes of the youngest members of the animal cast, as they embark on their life's journeys. The film is a labor of love by Michael Dalton-Smith, who has been a wildlife filmmaker roaming the Serengeti plains for 15 years. Dalton-Smith was honored with the Lumiere Award (French Oscar) for the best 3D IMAX documentary film for *Volcanoes: The Fires of Creation*. He also directed the highly acclaimed *Kenya Wildlife Diaries*.

According to **Dalton-Smith**, “One of the stories I really wanted to tell about this place is the fact that it has such a history. People don't really think about it, but the Serengeti has been there for over a million years.” Due to Covid, Dalton-Smith was able to film in a Serengeti devoid of tourists, a surreal and unique experience he is excited to share with audiences.

African wildlife and conservation are the two biggest passions for Dalton-Smith, who says he was intentional with the cinematography and editing to create an immersive experience, to help people form a connection to the Serengeti like he has. “IMAX films have longer shots, giving

time for the audience to look around,” Dalton-Smith explains. “The audio will also give you the authentic sounds of the place and the feeling of being there in person.”

The film’s director of outreach, **Mireia Villalonga** agrees, “To protect wildlife and these beautiful natural spaces we need people to care. And this can’t just be done by teaching. It has to be felt, it has to be experienced, whether it’s by going on a safari, or to the IMAX theater.” The *Serengeti* team is joining forces with a diverse group of conservation organizations active in the Serengeti to inspire and educate audiences.

In addition to the film’s global Giant Screen releases, there also are plans for screenings in African communities to foster local conservation efforts. To support teaching ecology and environmental stewardship in classrooms, the film is accompanied by a classroom guide for K-8, aligned to Next Generation Science Standards where applicable.

Serengeti: Journey to the Heart of Africa is produced by Definition Films, and distributed by K2 Studios to IMAX, Giant Screen and other specialty theaters primarily located in natural history museums, science centers, zoos, aquaria and other institutional venues. For more information, please visit serengetifilm.com.

The AutoNation® IMAX® Theater at the Museum of Discovery and Science is located at 401 SW 2nd Street in Fort Lauderdale. *Serengeti* 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 palpating 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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