



THE IMMERSIVE 3D FILM EXPERIENCE *ANIMAL KINGDOM: A TALE OF SIX FAMILIES* PREMIERED ON THE GIANT SCREEN IN THE AUTONATION® IMAX® 3D THEATER AT THE MUSEUM OF DISCOVERY AND SCIENCE ON FRIDAY, MARCH 10

FORT LAUDERDALE, FLA. (March 16, 2023) - The AutoNation® IMAX® 3D Theater at the Museum of Discovery and Science (MODS) premiered the large format documentary *Animal Kingdom: A Tale of Six Families*, which opened on Friday, March 10.

“We are delighted to bring the breathtaking and educational film, *Animal Kingdom: A Tale of Six Families*, to our guests, providing them with a unique opportunity to experience the beauty of African wildlife,” said **Joseph P. Cox, president and CEO of MODS**. “At MODS, we teach the resilience and sustainability of the South Florida environment through our animal ambassadors. This film will inspire audiences of all ages as they learn about one of the world’s greatest ecosystems.”

From the vast African savannah to the frozen ends of the Earth, open skies to the deep blue, *Animal Kingdom* will take audiences on a joyful adventure to celebrate the diversity of life on our planet. Viewers will meet members of the six families of the animal kingdom from insects to birds to mammals and might just be surprised by some of their incredible abilities. The child-friendly yet informative storytelling makes *Animal Kingdom* a film that can truly be enjoyed by the whole family, filling a need that theaters and audiences have been voicing.

As veteran natural history and large format filmmakers, writer-directors Paula Grusovin and Amelia McCarten imbue *Animal Kingdom* with brilliant nature footage, taking audiences to the Earth’s far corners. Viewers can get up close and personal with a rich cast of animal characters: the offbeat dung beetle, the irresistibly cute penguin, the ferocious crocodile, the wise elephant matriarch... Not to mention, few experiences are quite like swimming with the whales and listening for sorrow and joy in their mysterious songs in a true giant screen theater.

The directors hope this film will inspire, or re-inspire, fascination and appreciation for our fellow creatures: “While watching this film, we want the viewer to step into *Animal Kingdom* and experience a sense of fun, warmth, wonder and also a sense of hope for its future... We live in a complex and traumatic period of time for our natural world, where our substantial impact on the planet is becoming clearer than ever. It’s easy to feel overwhelmed, disengage, or not fully appreciate extraordinary scenes unfolding in the natural world around us daily. We hope that our film, *Animal Kingdom*, can reignite a passion for the natural world and its creatures, and empower our little people to celebrate that we are not separate from the animal kingdom - but we are part of it.”

Animal Kingdom is produced by Definition Films and distributed by K2 Studios in Giant Screen and IMAX® theaters at science centers, museums, aquaria and specialty theaters worldwide. For more information, please visit theanimalkingdomfilm.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.

###

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 150,00 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. The Museum was 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 Saturday 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).

Like us or follow us on social media:

Facebook: facebook.com/modsftl

Twitter: twitter.com/modsftl

Instagram: instagram.com/modsftl

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.

Like us or follow us on social media:

Facebook: facebook.com/imaxftl

Twitter: twitter.com/imaxftl

Instagram: [instagram.com/imaxftl](https://www.instagram.com/imaxftl)

MEDIA CONTACTS:

Kip Hunter Marketing | 305.803.9177

Rachel Sudack /201.841.2500/ rachel@kiphuntermarketing.com

Nicole Lewis/ 305.803.9177/ nicole@kiphuntermarketing.com

Museum of Discovery and Science | 954.713.0901

Andi Fuentes // andrea.fuentes@mods.org