

Into Nature's Wild 3D

IMAX TELUS



PRESS RELEASE

Montréal, August 29, 2023

Into Nature's Wild 3D

New documentary film at the Montréal Science Centre's IMAX®TELUS theatre

- The Montréal Science Centre presents ***Into Nature's Wild 3D***, the second documentary film from MacGillivray Freeman Films in association with Brand USA.
- **For all audiences**, in English and French, **starting September 1**.
- **Press screening** on Wednesday, September 20, at the IMAX®TELUS theatre with **special guest John Herrington**, the first Native American astronaut to travel to space and leading figure in the film.

A Quest to Explore the Wonders of North America's Wild

Fans of travel and stunning landscapes will enjoy a feast for the eyes in the new film *Into Nature's Wild 3D* to be presented at the Montréal Science Centre's IMAX®TELUS theatre. The film is an immersive discovery of nature's wilderness, from the lush coastline of Oregon and the wilds of Alaska to the ancient canyons of Arizona and the mountains of Colorado. Featured in the film are John Herrington, Ariel Tweto, and Jennifer Pharr Davis, all trailblazers in their respective fields, who take viewers on an unprecedented exploration of the United States. Renowned giant-screen documentary filmmakers Greg MacGillivray and his children, producers Shaun and Meghan, team up to create a breathtaking experience filled with astonishing sequences that reveal the close bond shared by humans and nature.

An invitation to explore some of America's most beautiful landscapes starting September 1, 2023. **[Watch the trailer](#)**



Meet John Herrington During a Special Press Screening!

An exclusive press event will mark the film's launch on Wednesday, September 20, at the Montréal Science Centre. John Herrington, the first Native American astronaut to travel to space and one of the three adventurers featured in the film, will be our honoured guest for this press screening. John will talk about his longstanding passion for adventure and explain how his time spent in nature during the making of the film helped him reconnect with his Native American heritage.

"The film's three adventurers embark on a voyage that lets us appreciate the roads they've travelled and understand how their past shapes their present as well as their future. Embracing science in its many forms and making it one's own to build one's future is very much at the core of the Science Centre's mission. John Herrington's presence at our screening makes this all the more exciting for us."

- Cybèle Robichaud, Montréal Science Centre Director

About MacGillivray Freeman Films

"MacGillivray Freeman Films is the world's foremost independent producer and distributor of giant screen 70mm films with 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 pass the one-billion-dollar benchmark for worldwide box office sales".

About Brand USA

Brand USA is a US destination marketing organization established by the Travel Promotion Act. It is the country's first public-private partnership to promote the United States as a premier travel destination and communicate the country's visa and entry policies to travellers around the world. Its mission is to increase the number of international visitors to the country in an effort to support the American economy and boost the country's image across the globe. Created in 2010 as the Corporation for Travel Promotion, this public-private entity began operating in May 2011 under the name Brand USA. According to studies by Oxford Economics, Brand USA's marketing initiatives have helped welcome 8 million incremental visitors to the US over the past ten years, generating more than \$58 billion in total economic impact and supporting on average more than 37,000 incremental jobs each year.

About the Montréal Science Centre

The Montréal Science Centre, a division of Canada Lands Company, is a complex dedicated to science and technology that welcomes more than 600,000 visitors annually. It is best known for its accessible, interactive approach and for showcasing local innovation and know-how. **Its major partners are Amazon Web Services, Énergir, The Beat 92.5, TELUS, and La Presse.**

Old Port of Montréal Corporation Press Contact:

Steven Poitevin – Public Relations Manager

spoitevin@vieuxportdemontreal.com

514-838-4593