For Immediate Release

FILM FESTIVAL POWERS UP OMSI SCREEN
Annual OMNIMAX Theater event runs May 8 to July 1

Portland, OR (April 19, 2012) – Two tons of OMSI-style projector power will lend weight to the Oregon Museum of Science and Industry’s annual Film Festival, taking place May 8 to July 1 in the OMNIMAX Theater. The theater’s trademark heavy-duty equipment will bring its five-story, domed screen to life with 450 showings of 28 new and classic IMAX® films designed to make the most of the giant screen experience. The largest of its kind in the nation, the eight-week long 2012 OMSI Film Festival will feature To The Arctic and the Portland debuts of Mysteries of the Great Lakes and Rescue, among many other IMAX motion pictures.

Narrated by Oscar® winner Meryl Streep and featuring songs by Paul McCartney, To The Arctic from MacGillivray Freeman captures a place of extremes where few dare to go. The film invites audiences to venture across floating ice to witness one mother polar bear’s determination to keep her cubs alive in the face of natural predators and a rapidly changing climate. The stunning beauty of the Arctic elicits viewers’ sense of connectedness, relevance, and impact on this special place—and of the Arctic’s influence on the rest of our planet.

Mysteries of the Great Lakes is as much a celebration of Earth’s greatest freshwater ecosystem as it is a rallying cry for protection. The story takes audiences on an inspiring voyage through these amazing inland seas, highlighting key wildlife species along the way and touching on the human interface with the Lakes.

Rescue plunges audiences into the hard, but inspiring work of saving lives in the face of a natural disaster. The film takes the audience behind the scenes during rescue training, and then sweeps viewers along to respond to one of the biggest humanitarian disasters of the century: the infamous 2010 earthquake in Haiti.

Additional IMAX films scheduled during the festival include: Amazon, Born to be Wild, Coral Reef Adventure, Deep Sea, Dinosaurs Alive, Dolphins, Everest, Flying Monsters, Grand Canyon Adventure, Hubble, Hurricane on the Bayou, Journey into Amazing Caves, Lewis & Clark, Living Sea, Magnificent Desolation, Mysteries of Egypt, Mystery of the Nile, Mystic India, Sea Monsters, Solarmax, The Human Body, Tornado Alley, Ultimate Wave Tahiti, and Wild Ocean.

OMSI is offering several passes for the Film Festival: the Director’s Pass, the Producer’s Pass, and the Producer’s Pass Single. The Director’s Pass ($90) grants the pass holder and a guest admission to any film and all special events any time between May 8 and July 1. The Producer’s Pass ($40) admits the pass holder and a guest to any four films of their choice and provides access to select festival events. The Producer’s Pass Single ($22) allows a single pass holder to attend any four films of their choice and...
provides access to select festival events. All passes allow the ticket holders to receive one free popcorn at each show. Festival passes are available at the OMSI front desk or by calling 503-863-5611.

Regular theater pricing ($8.50 adult; $6.50 youth/senior) applies during the festival for individual films. In addition, shows starting at 6 p.m. or later will feature reduced admission ($6 adult; $5 youth/senior) as part of OMSI’s “$6 After 6” promotion. Group discounts will also be offered.

About the OMSI OMNIMAX Theater
OMSI’s OMNIMAX Dome Theater features the largest IMAX screen in the Portland metropolitan area. With a five-story, 6,532 sq. ft. domed screen and a 305-seat, 30-degree seating platform, viewers are fully immersed into the midst of an unforgettable cinematic experience. The theater’s IMAX® projection system uses the largest film frame in the motion picture industry. For information on tickets and show times, please call 503.797.4640 or visit www.omsi.edu/omnimax/.

IMAX®, IMAX® 3D, IMAX DMR®, Experience It In IMAX®, An IMAX 3D Experience® and The IMAX Experience® are trademarks of IMAX Corporation. More information about the company can be found at www.imax.com. You may also connect with IMAX on Facebook (www.facebook.com/imax), Twitter (www.twitter.com/imax) and YouTube (www.youtube.com/imaxmovies).

About OMSI
Founded in 1944, the Oregon Museum of Science and Industry (OMSI) is one of the nation’s leading science museums, a world-class tourist attraction, and an award-winning educational resource for the kid in each of us. OMSI is located at 1945 SE Water Avenue, Portland, OR 97214. For general information, call 503.797.4000 or visit www.omsi.edu

# # #