



Media Contact:
Tracy Shirer (tshirer@ctsciencecenter.org)
O: 860.520.2116, C: 860.817.1373
Connecticut Science Center | 250 Columbus Blvd | Hartford, CT 06103

FOR IMMEDIATE RELEASE

Connecticut Science Center Partners with National Geographic Cinema Ventures

Hartford, CT- June 21, 2012— The Connecticut Science Center has entered into a content licensing agreement with National Geographic Cinema Ventures (NGCV) that will bring significantly more National Geographic films to the Science Center's theater. The relationship will result in an ongoing pipeline of NGCV-produced and distributed 3D films for the Science Center's Maximilian E. and Marion O. Hoffman Foundation Science Theater for the next three to five years. With the partnership, the Science Center will also have priority status in obtaining new films from NGCV.

"We are excited to have The Connecticut Science Center onboard as a content licensing partner," said Mark Katz, president of distribution for NGCV. "In addition to helping to bring more of our engaging 3D and 2D films to their audiences, the Science Center's commitment to devoting a significant percentage of their programming to our films will allow us to expand our library of films faster."

The Connecticut Science Center is currently featuring National Geographic's "Flying Monsters 3D", sponsored locally by Connecticut Business Systems, a Xerox company. In the film, narrated by Sir David Attenborough, viewers step back 220 million years ago, when dinosaurs were beginning their domination of the Earth. It tells the story of another group of reptiles about to make an extraordinary leap: Pterosaurs were taking control of the skies. "Flying Monsters 3D" has been well received and is currently one of the Science Center's most popular films.

"Meerkats 3D", NGCV's newest film for digital theaters, will be premiering at the Science Center on August 31. "Meerkats 3D" follows alpha-female, Klinky, and her clan as they take on daily challenges. The family faces dangerous foes, other clans looking to take over new territory and surviving the Kalahari Desert's unforgiving weather.

"As a leader in the field of digital theaters in cultural institutions, the Connecticut Science Center is both a supporter and a beneficiary of films that explore our world and places beyond through state-of-the-art cinema", said Matt Fleury, President and CEO of the Connecticut Science Center. "Together with National Geographic Films we are able to bring exciting, enjoyable and educational titles to our audience on a continual basis for years to come."

Upcoming titles from National Geographic Cinema Ventures include "Invisible Worlds," a film that will showcase the new technologies – such as nanotechnology - that actually make the invisible visible in the world around us, and James Cameron's *DEEPSEA CHALLENGE* film, a chronicle of the filmmaker's ocean exploration adventures that culminated in his historic and record-breaking dive to the bottom of the Mariana Trench.

These unforgettable 3D films are shown using the most advanced digital and audio technologies. Stadium seating in the Hoffman Foundation Science Theater ensures there isn't a bad seat in the house as the 3D action comes to life on our 30'x40' giant screen with 18,000-watt Dolby® sound system. Tickets are \$7 Adults/\$6 Youth (Ages 4-17)/\$6 Seniors/\$5 Members. General Admission Combo Ticket pricing is also available. For more information, please visit www.CTScienceCenter.org/movies.

###

About the Connecticut Science Center The LEED-Gold certified Connecticut Science Center, located in downtown Hartford, sparks creative imagination and an appreciation for science by immersing visitors in fun and educational hands-on, minds-on interactive experiences while maintaining an environmentally conscious presence. Visitors experience over 150 exhibits in ten galleries and a range of topics, including space and earth sciences, physical sciences, biology, the Connecticut River watershed, alternative energy sources, Connecticut inventors and innovations, a children's gallery, and much more. Other features include four educational labs, a 200-seat 3D digital theater, function room, gift store and café, and ongoing events for all ages. The Science Center is a non-profit organization dedicated to enhancing science education throughout the state of Connecticut and New England, providing learning opportunities for students and adults of all ages, and engaging the community in scientific exploration. More information: www.CTScienceCenter.org or 860.SCIENCE [724.3623].

About National Geographic Cinema Ventures National Geographic Cinema Ventures is responsible for production and distribution of giant-screen, 3D and specialty films. Over the last decade, NGCV has produced or released a number of successful films, including Oscar-nominated documentaries "Restrepo" and "The Story of the Weeping Camel"; giant-screen award-winning films "Sea Monsters: A Prehistoric Adventure," "U2 3D," "Mysteries of Egypt" and "Forces of Nature"; "Flying Monsters", "Lewis and Clark", and feature-length films "The Last Lions" and "Life in a Day." Lisa Truitt is president of NGCV; and Mark Katz is president of NGCV distribution. For more information, visit www.nationalgeographic.com/movies.