



For Immediate Release

Theater contact Info

Giant Screen Adventure Documentary, **INTO NATURE'S WILD**, Takes Audiences on a Journey Into the Hidden Wonders of the Natural World

A visually stunning cinematic experience, narrated by Academy Award® winner Morgan Freeman, that celebrates the beauty and importance of nature, opens at the (insert theater name) on (date)

Date/Location -- From the award-winning producers of the hit documentary *National Parks Adventure* comes MacGillivray Freeman's ***Into Nature's Wild***, a cross-country adventure into the hidden wonders of the natural world opening at XX theater on XX date.

A celebration of the transformational allure of nature and wild places, ***Into Nature's Wild*** is a non-stop ride via kayak, bike, train, hot air balloon, zipline, kite surfboard and more into some of the most beautiful but little-known landscapes of North America. From the wilds of Alaska and the lush coastline of Oregon to the ancient canyons of the Southwest and the rolling hills of the Appalachian Trail, ***Into Nature's Wild*** is wall-to-wall with natural treasures and the joy that comes from spending time in nature. Guiding this journey are three trailblazers – Native American astronaut John Herrington, Alaskan pilot and youth advocate Ariel Tweto, and record-breaking long-distance hiker Jennifer Pharr Davis – who share a passion for connecting people to experiences in the wild. As they wind their way through the scenic byways, ancient homelands, secret gems and hidden trails of America, viewers will discover the special human connection we all share with the natural world.

“Into Nature's Wild is not only a non-stop adventure to some of the most beautiful but little-known natural landscapes in North America, it's also a vital exploration into how being in nature can spark peak experiences that improve our lives,” said Greg MacGillivray, chairman of MacGillivray Freeman Films and director of ***Into Nature's Wild***. “We set out to show the magic that nature can work on every one of us, how it invites us to be part of something bigger than ourselves.”

“Studies show that spending time in nature makes us more creative, more energetic, and that it's crucial to our overall well-being,” adds Shaun MacGillivray, the film's producer and president of MacGillivray Freeman Films. “With the full immersive impact of the giant screen IMAX experience, ***Into Nature's Wild*** invites viewers to connect to their inner trailblazer and set out on their own outdoor adventures, whether it's a trip to the mountains or desert or a walk in their neighborhood park. Nature reinvigorates us and make us feel more alive.”

Quote from Theater/Museum representative

Narrated by Academy Award® winner Morgan Freeman and directed by Academy Award nominee Greg MacGillivray, ***Into Nature's Wild*** is a MacGillivray Freeman film produced in association with Brand USA. The film is presented by Expedia and United Airlines.

(Theater name) is located at (address) in (city). For information on tickets and showtimes, please call (phone number) or visit the website at (www.xxx.com).

This film is family-friendly and has a run time of 40 minutes. For more information, please visit www.intoamericaswild.com.

About MacGillivray Freeman Films

MacGillivray Freeman Films is the world's foremost independent producer and distributor of giant-screen 70mm films with 45 films for IMAX® and giant-screen theaters to its credit. Throughout the company's 50-year history, its films have won 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 reach the one billion dollar benchmark for worldwide box office. For more information about the company, visit www.macgillivrayfreemanfilms.com.

About theater/museum

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