



FOR IMMEDIATE RELEASE
January 4, 2007

NEWS RELEASE

For More Information:
Natividad Lewis 704-348-1972

Discovery Place Presents MacGillivray Freeman's *Hurricane on the Bayou*

*Giant screen film explores the undying spirit of New Orleans
in the face of Hurricane Katrina at the IMAX® Dome Theatre beginning Jan. 13*

CHARLOTTE, N.C. – Discovery Place presents *Hurricane on the Bayou*, a powerfully moving journey deep into the soul-stirring heart of Louisiana — before, during and after the unprecedented devastation of Hurricane Katrina. The newest IMAX® nature film begins on **Saturday, Jan. 13** at The Charlotte Observer IMAX® Dome Theatre.

Narrated by Academy Award®-winning actress, Meryl Streep, and driven by a rousing Jazz, Blues and Gospel-fueled soundtrack, *Hurricane on the Bayou* is both a haunting document of a storm's human effects and a compelling call to restore Louisiana's wetlands, rebuild New Orleans and honor the place where America's most vibrant, home-grown culture was born.

Produced and distributed by MacGillivray Freeman Films (*Everest & Coral Reef Adventure*) with executive producer Audobon Nature Institute, and presented by The Weather Channel, *Hurricane on the Bayou* takes viewers into the heart of the storm as the exploration of a potential disaster becomes a reality when New Orleans falls victim to the history-changing catastrophe of Hurricane Katrina in the middle of the film's production.

"We set out originally to tell the story of a future, hypothetical hurricane and how the rapid erosion of the wetlands left New Orleans more vulnerable to flooding," says Greg MacGillivray, director and two-time Academy Award nominee, "but when Katrina struck in the middle of doing that, we were no longer filming what might happen, we were suddenly more like news reporters filming what did happen. We realized we had a unique ability to capture footage of how Katrina impacted New Orleans with the tremendous sense of scale that IMAX theatre photography brings with it. The footage is unlike any other footage that has been seen."

Hurricane on the Bayou follows a group of four musicians as they uncover the electrifying culture of New Orleans; explore the beautiful, alligator-filled bayous on airboats; recount their personal stories of Katrina; and bring the focus to the rapidly disappearing wetlands that are New Orleans' first line of defense against deadly storms. The film is an extraordinary document of

Discovery Place Presents Hurricane on the Bayou

Page 2

Katrina's powerful effects; a profound musical celebration of the city that has been called the "soul of America;" and a compelling call to restore New Orleans and protect the vital wetlands from which the city's unique identity first arose.

Ultimately, the story builds to the monster storm of Katrina and the crisis it brought to New Orleans, causing families to be separated, homes to be lost and, along with Hurricane Rita, more than one hundred square miles of wetlands and marshes to be destroyed by saltwater. Poignant, never-before-seen aerial footage of the storm's aftermath provides a new perspective on the city that is different from what most people saw on television. Finally, returning to New Orleans in the bittersweet 2006 Mardi Gras season, the film reveals a city in the first throes of recovery.

Tickets to *Hurricane on the Bayou* are \$8 for ages 14-59, \$7 for ages 2-13 and 60+ and are free for children younger than 2. Group and member discounts also are available. Visit www.discoveryplace.org or call 800-935-0553 for showtimes.

About Discovery Place

Discovery Place is located in uptown Charlotte at 301 N. Tryon Street. The science center is open 9 a.m. to 5 p.m. Monday through Friday, 10 a.m. to 6 p.m. on Saturday and noon to 5 p.m. on Sunday. Convenient parking is available in the science center's parking garage – the Carol Grotnes Belk Complex – at the corner of Sixth and Church streets. For more information about Discovery Place, guests should call (704) 372- 6261 or visit www.discoveryplace.org.

One of the top hands-on science museums in the nation, Discovery Place provides ever-changing, entertaining facilities that foster experiences in areas that range from life science to space exploration. More than a half-million people from all over the United States visit Discovery Place, its IMAX® Dome Theatre and the Charlotte Nature Museum each year. Discovery Place is supported, in part, with a Basic Operating Grant from the Arts & Science Council.

About Hurricane on the Bayou

Hurricane on the Bayou is produced by MacGillivray Freeman Films Educational Foundation and distributed by MacGillivray Freeman Films. Executive produced by Audubon Nature Institute with major funding from the State of Louisiana. Presented by The Weather Channel.

Fueled by Louisiana's vast array of musical talent, the film's release will be accompanied by a soundtrack featuring such artists as Aaron Neville, Dr. John, Fats Domino, Mavis Staples, The Rebirth Brass Band and Zydeco Force. Proceeds from the CD will go to support the Audubon Nature Institute's educational programs to teach people of all ages about the importance of saving Louisiana's vanishing wetlands.

www.hurricaneonthebayou.com