

NEWS RELEASE

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**BULLOCK
TEXAS
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Humpback whales in 3D to make a splash Feb. 13 at the Bullock's renovated IMAX® theater

Bullock Museum only Central Texas theater to host new release

FEBRUARY 12, 2015 (AUSTIN, TX) — The new 3D giant-screen adventure "Humpback Whales" arrives at the Bullock Texas State History Museum IMAX® Theatre on Feb. 13, 2015. After undergoing a \$150,000-renovation project to add new IMAX® digital projection equipment and uncompressed audio systems, as well as a new giant screen that is six stories tall and 85-feet wide, the Bullock Museum IMAX Theatre will kick off a new season of documentaries with "Humpback Whales" in 3D. The upgrade allows the theater to present an even more diverse line-up of first-run features, and documentaries than ever before.

"Thousands of children, families and visitors walk through the doors of the Bullock Texas State History Museum every year," Director Dr. Victoria Ramirez said. "We seek to provide family friendly theater programming that is engaging and creates unique experiences that encourage lifelong learning. Educational films like 'Humpback Whales' cultivate an appreciation of the natural world and inspire a new generation to learn about the importance of conservation."

Under the helm of two-time Academy Award®-nominated director Greg MacGillivray ("The Living Sea," "Dolphins," "Everest"), MacGillivray Freeman Films lends its legendary giant-screen storytelling expertise to one of the most enormous and vastly fascinating creatures on Earth.

Narrated by two-time Golden Globe nominee Ewan McGregor and presented by Pacific Life, "Humpback Whales" is an immersive ocean adventure that invites audiences to dive head-first into the mysterious realm of these 55-foot, 50-ton aquatic mammals captured for the first time with IMAX® 3D cameras. Once feared as monsters, and very nearly hunted to extinction, today humpbacks are in the midst of a slow but remarkable recovery.

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Set in the spectacular waters of Alaska, Hawaii and the remote islands of Tonga, this film offers audiences an up-close look at how these whales communicate, sing, feed, play and take care of their young. Join a team of researchers on screen as they unlock the secrets of the humpback and find out why humpbacks are the most acrobatic of all whales, why they sing their haunting songs, and why these animals migrate up to 10,000 miles round-trip every year.

Featuring a mix of stunning 3D imagery, underwater splendor and scientific exploration, the film asks the compelling question: What might life be like from a humpback's point of view?

"Whales are awesome animals," Film Director Greg MacGillivray said. "They are critical to the ecological health and survival of the ocean, and since they are among the largest animals to ever live on earth, there is no better subject for audiences to experience life-size on the giant screen."

"Humpback Whales" opens nationwide on Feb. 13 and the Bullock Museum IMAX® Theatre will be the only theater in the Central Texas region to screen it. The 400-seat theater provides visitors with an extraordinary cinematic experience. It is home to Texas's biggest screen and Austin's only Giant Screen, certified by the Giant Screen Cinema Association. Crystal clear, lifelike images and earth-shaking surround sound, provide an optimum IMAX® experience that immerses viewers in the on-screen action.

"Humpback Whales" is a family friendly film appropriate for ages 3 and up and has a runtime of 40 minutes. Tickets are available at TheStoryofTexas.com.

MEDIA IMAGES: <http://bit.ly/HumpbackWhalesPR>

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About the Bullock Museum

The Bullock Texas State History Museum in downtown Austin tells the unfolding story of the history, culture and people of Texas. The museum includes three floors of exhibitions, an IMAX® theater a 4D special-effects theater, a café, and a museum store. The Museum collaborates with more than 700 museums, libraries, archives and individuals to display original historical artifacts and produce exhibitions that illuminate and celebrate Texas history and culture. Named for the state's 38th Lieutenant Governor, Bob Bullock, who worked to establish the museum, the iconic building is located at 1800 N. Congress Avenue. For more, visit TheStoryofTexas.com or call (512)936-8746.

About Humpback Whales

A MacGillivray Freeman film presented by Pacific Life, ***Humpback Whales*** is directed by Greg MacGillivray (*The Living Sea, Dolphins, Everest*) and produced by Shaun MacGillivray (*To The Arctic, Grand Canyon Adventure*). Filmed with 15perf / 65mm IMAX® cameras, ***Humpback Whales*** is written by Stephen Judson (*Everest, To The Arctic*) with a musical score by Steve Wood (*Journey to the South Pacific, To The Arctic*). A One World One Ocean production.

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