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Jerusalem in IMAX® 3D opens at the Bullock Museum IMAX® Theatre on North Congress Avenue in Austin on September 12, 2014.

New IMAX film to premiere in Austin

National Geographic's Jerusalem a cinematic pilgrimage to the Holy Land

SEPTEMBER 10, 2014 (AUSTIN, TX) — The Bullock Texas State History Museum IMAX® Theatre is the site of the Austin premiere of National Geographic's new giant-screen film, "Jerusalem," opening September 12, 2014. Filmed in 3D for IMAX® and Giant Screen theaters, "Jerusalem" immerses audiences in the rich history of one of the world's most beloved cities, granting access to rare parts of the region and allowing them to see the Holy Land for the first time on the biggest screen in Texas.

"The Bullock Museum is proud to be the only Austin-area IMAX® theater to screen this incredible film," Deputy Director Margaret Koch said. "At this turbulent time, it is more important than ever to discover the beauty and history of this city from multiple perspectives."

"Jerusalem" is a breathtaking new film that explores on a grand scale the intersection of science, history and religion in this ancient, enigmatic place. Narrated by Benedict Cumberbatch ("Star Trek into the Darkness," PBS's "Sherlock") and distributed by National Geographic Entertainment, this 43-minute large-format film was executive produced by the late Jake Eberts, legendary producer of movies such as "Gandhi," "Chariots of Fire," and "Dances with Wolves."

In an effort to uncover why this tiny piece of land is sacred to so many around the world, the film shows Jerusalem through the eyes of three young girls and their families who call the city home, representing the perspectives of three of the world's major religions — Judaism, Islam and Christianity.

Featuring awe-inspiring aerial footage of the city, "Jerusalem" also offers unprecedented access to iconic holy sites and little-known parts of the region, including the Western Wall, the Church of the Holy Sepulchre, the Dome of the Rock, the Jordan River, the Sea of Galilee, and the mountain fortress of Masada. And, renowned archaeologist, Dr. Jodi Magness, takes viewers underground to solve some of this city's greatest mysteries in this cinematic pilgrimage that the *Houston Chronicle* calls, "Glorious at every level."

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“Jerusalem' embodies National Geographic's commitment to tell visually compelling stories that foster greater understanding and appreciation of world cultures, history, science and geography,” Lisa Truitt, president of National Geographic Entertainment, said. “With this extraordinary film's immersive experience, audiences will feel as if they are really walking the streets of this beloved and iconic place.”

"Jerusalem" will show daily in the Bullock Museum IMAX[®] Theatre, located at 1800 North Congress Avenue in downtown Austin, beginning September 12, 2014. The Bullock IMAX[®] Theatre is the proud home of Austin's only certified giant screen and provides visitors with the very best cinematic experience available on the biggest screen in Texas. From crystal clear, lifelike images to an earth-shaking 15,000-watt surround sound system, every aspect of the IMAX[®] experience is tailored to immerse the viewer in the on-screen action.

Special after-hours screenings and group discounts will be offered for "Jerusalem." Groups of 20 or more are eligible for discounted tickets, and a special 7 p.m. Wednesday evening show has been added to the Bullock IMAX[®] Theatre schedule through November 5, 2014.

More information and showtimes may be found at TheStoryofTexas.com/Jerusalem. Group discount pricing is available by calling (512) 936-4649.

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About the Bullock Museum and IMAX Theatre

The Bullock Texas State History Museum in downtown Austin tells the unfolding story of the history, culture and people of Texas. One of the most popular attractions in Central Texas, the museum has welcomed more than 6 million visitors since it opened in 2001. The museum features Austin's premier 400-seat, state-of-the-art theatre which uses innovative IMAX[®] technology to create the ultimate film experience. The Bullock Museum and IMAX[®] Theatre are located at 1800 N. Congress Avenue. For more, visit TheStoryofTexas.com.

About the Producers of "Jerusalem"

"Jerusalem" is produced by Cosmic Picture, Arcane Pictures and National Geographic Cinema Ventures/National Geographic Entertainment. Over the last decade, NGCV/NGE has produced or released a number of successful films, including Oscar-nominated documentaries, giant-screen award-winning films, and feature-length films.