



Theatre Highlights

Smithsonian National Air and Space Museum

Washington, D.C.

The Smithsonian hosted the world premiere at the National Air and Space Museum and simultaneously opened the film at the National Museum of American History. They promoted the film with signage around the D.C. area in metro and bus stations, with online ads in local news outlets, Google ads and social media posts.

Into America's Wild in IMAX | Smithsonian Theaters | Get Tickets
www.si.edu/IMAX

Go on unforgettable cross-country adventure into the hidden wonders of the natural world. Now Playing at the National Air and Space Museum & Steven F. Udvar-Hazy Center.



www.belvoireagleonline.com February 13, 2020 Belvoir Eagle B3

Sports and Recreation Briefs

Archery Class
Monday, October Recreation offers an introduction to Archery Class, 5:30-6:30 p.m. Minimum age is 8 years old. Students must be in the classroom by 5:20 p.m. for a safety briefing. Registration opens at 4:45 p.m. Cost is \$5.00, depending on your status. For more information, call 703-805-3081.

Water Safety Instructor Course
Integrated lecture featuring Paul hosts an American Red Cross Water Safety Instructor Course, 28, 29, and May 1, 6, 7 and 8. Students must attend all classes to get credit for the course. The fee is \$270 and registration is open. For more, call 703-805-3081 or go to belvoirarmy.com.

Max Mileage cardio
Sports and Fitness offers a low cardio program where participants record their miles each day. Those who achieve 250 miles or more at the end of the program get a t-shirt. The program runs through June 30. For more information, call 703-805-3081 or go to belvoirarmy.com.

SKI tip
Enjoy winter fun by joining Outdoor Recreation for a 40 trip to Silver Mountain. The first trip is Feb. 22. Round trip transportation is \$25 per person. For more information, call 703-805-3081.

Youth Sports spring registration
Registration for girls softball, spring soccer, girls tennis, basketball, golf, tennis, soccer is open. Visit belvoirarmy.com for more information. For more information, call 703-805-3081.

Youth Sports open enrollment
Youth Sports and Fitness offers year-round open enrollment for children, ages 5-17. Registration can be completed online or in person at the Fort Belvoir Community Center. For more information, call 703-805-3081.

Adult recreational volleyball
Eligible people, 18 and older, are invited to play and socialize with others. Tournaments and Open play, 11 a.m.-1 p.m. and Tuesday, 5-7 p.m., at Wells Field House. For more, email Sam Henry at samhenry@belvoirarmy.com or call 703-805-3081.

Equipment orientation
Garrison Fitness Center staff holds an Equipment Orientation at 1 p.m. the last Monday of every month.

Pro Golf Lessons
From beginners to avid golfers, the Fort Belvoir Golf Club staff will customize your individual program to maximize your golf experience. The Golf Club offers experienced PGA Class "X" golf instruction to help you in all parts of the game, including club fitting, ball fitting, chipping, pitching, swing and strategy. Contact the Golf Club, 703-805-3081.

Personal Training
Sports and Fitness offers strength training, high-intensity strength conditioning, and functional training programs at Garrison Fitness Center. The staff is certified to help and educate patients on reaching fitness goals. Private and semi-private personal training is available at belvoirarmy.com or call 703-805-3081.

Mulligan Mondays at the Golf Club
Hosted by the Fort Belvoir Golf Club, Mondays, to enjoy discounted rates on greens, cart and clubhouse fees. Top of your round of golf at Mulligan's Golf, which is sure to keep you smiling and drinking that one up to you. For more, call 703-805-3081.

Stroller Walking Group
Join ACS and other local community groups for their Stroller Walking Group at Fort Belvoir. The group will meet on Friday, 10 a.m. The Stroller Walking Group is an excellent way to socialize, while providing a good workout of exercise. This group is open to active-duty military, retirees, their families, local military employees, and contractors. For more info, call 703-805-3081.

Water Aerobics - Winter Schedule
The schedule of water aerobics classes until May 25 is: Deep Water Classes 6:30 a.m. Monday and Friday; Shallow Water Classes 9:30 a.m. Tuesday and Thursday. Classes are 30 minutes and registration is required. For more, call Belvoir Indoor Pool at 703-805-3081.

Instructors Wanted
The Fort Belvoir Community Center is looking for people interested in instructing 4 classes: MMA, All skills outdoor classes, boxing, cycling, painting, drawing, swimming, sailing, scuba diving, etc. For more information, contact Tina Proctor, 703-805-3081.

Comic Bowling
Enjoy Comic Bowling, Friday, 9 p.m.-midnight and Saturday, 1 p.m.-midnight at the Bowling Center located at 3975 Middleton Road. Comic Bowling is one of this world's most entertaining featuring music videos and awesome effects lighting in an ultra-bunge atmosphere. Cost is \$4.95 per game.



SEE IT ON THE BIGGEST SCREEN IN THE AREA

Smithsonian Theaters

Into America's Wild

The Search for the Hidden Wonders of Nature

BIRDS OF PREY

THE ORIGINAL FEMININE ACTION THRILLER

MILITARY DISCOUNT TICKETS

REGS OF 100% ONLY \$15 INTO AMERICA'S WILD - ONLY \$6

FOR TICKETS AND SHOWTIMES VISIT MUSEUMTHEATERS



Science World

Vancouver, Canada

Science World in Vancouver hosted the Canadian premiere of *Into America's Wild* with support from Brand USA in February 2020. In addition to a screening and reception, John Herrington presented an introduction to the film and conducted local media interviews.



Join us on February 27 for the West Coast Premiere event for our upcoming OMNIMAX® film, *Into Nature's Wild*.

This premiere event will include a reception, an opening presentation from indigenous astronaut John Herrington—the first person of Native American descent to travel into space, a private preview screening of the film and a chance for you to engage John with your questions.

About the film

Into Nature's Wild, a visually-stunning, cross-country adventure into the hidden wonders of the natural world. Setting out on this adventure are three trailblazers—pioneering Native American astronaut John Herrington, Alaskan pilot and youth advocate Ariel Tweto and recording-breaking, long-distance hiker Jennifer Pharr Davis—who share a passion for connecting people to experiences in the wild. As our adventurers wind their way through the scenic byways, ancient homelands, secret gems and hidden trails of the natural world, viewers will discover the special connection that we all share with nature.

Directed by Academy Award nominee Greg MacGillivray, *Into Nature's Wild* is a MacGillivray Freeman Films production in association with Brand USA. The film is presented by Expedia and United Airlines.

About John Herrington

In 2002, Commander John B. Herrington flew on the Space Shuttle Endeavour STS-113, the 112th Shuttle mission, logging more than 330 hours in space and performing 19 hours and 55 minutes of Extra-Vehicular Activity. He is the 143rd person to walk in space, and the first Native American in history. Since retiring from NASA, Herrington received a PhD in Education. He is now focused on promoting STEM education and careers.

Watch the trailer

Date: Thursday, February 27, 2020

Time: 6pm-9pm

Location: Science World at TELUS World of Science

There will be a short Q&A session after the film.

Please RSVP by February 20. If you have any questions, please contact xx at placeholder@scienceworld.ca or call 604.443.7xxx



Tennessee Aquarium

Chattanooga, TN

The Tennessee Aquarium in Chattanooga opened the film in February 2021 and utilized the film talent for a total media blitz in their market. Jennifer Pharr Davis appeared on two morning news shows and was [interviewed by museum staff](#) about her experiences in the wild. John Herrington hosted a special virtual Q&A for underserved student groups that was [broadcast on Facebook Live](#). The museum dressed their building in film signage and had a ton of fun using all of the social media assets on their platforms.



Tennessee Aquarium February 20 at 1:00 PM · 🌐

GIVEAWAY: We're celebrating the opening of [MacGillivray Freeman Films #IntoAmericasWild](#) at the Tennessee Aquarium IMAX 3D Theater! Tell us about your favorite wild place to explore (in the comments below) for a chance to win a prize pack including four IMAX tickets, a moose plush and more!

One winner will be randomly selected on Friday, February 26 and announced in this post.

This promotion is in no way sponsored, endorsed or administered by or associated with Facebook. Op... [See More](#)



Science Spectrum

Lubbock, TX

Science Spectrum in Lubbock, TX opened in October 2020 and pulled out all the stops for its launch, creating a nature-themed marketing campaign. At the center was a camping gear giveaway contest hosted by local CBS station KLBK and retail partner Mountain Hideaway Outdoor Outfitters and supported with a [:30 TV spot](#) and [TV interview](#). The museum also hosted an [Outdoor Family Photo Challenge](#) on their social channels and created a [Nature Swap](#) program where members bring in specimens found in nature and earn points to swap for specimens from the museum.



Science Spectrum theater manager James Nesmith and social media coordinator Emily Meador.

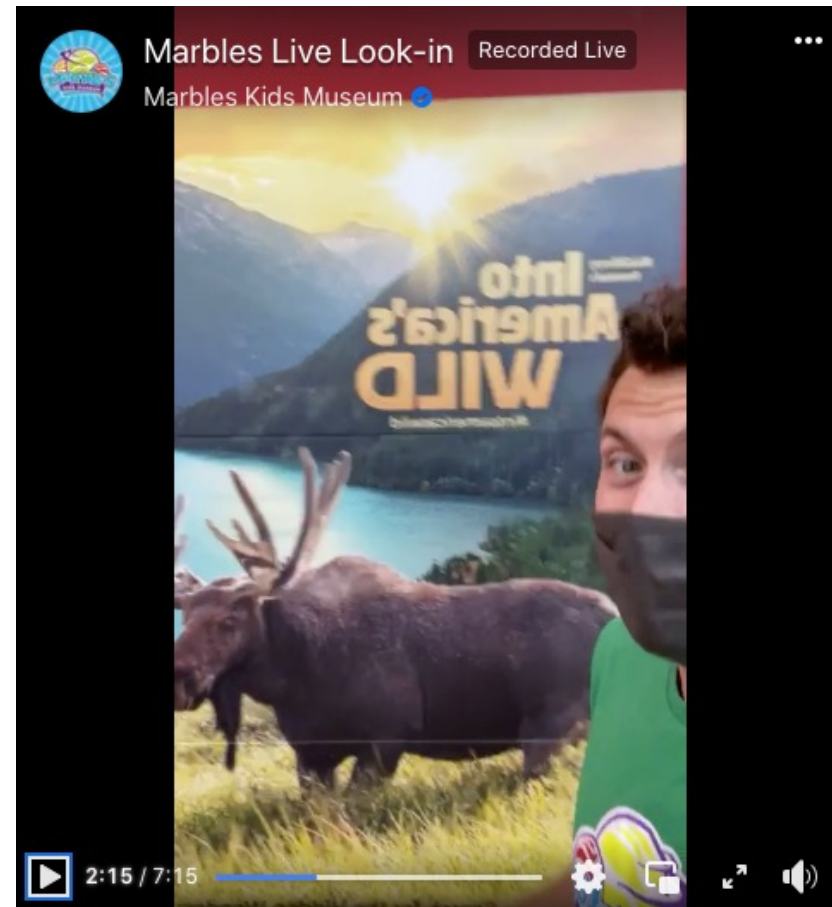


Marbles Kids Museum

Raleigh, NC

Marbles Kids Museum launched the film in June 2021 with a museum-wide educational and marketing program centered on exploring nature. Their [Marbles Outdoor Adventure](#) program promoted both the film and a variety of nature-themed exhibits and activities for kids, including pretend-rafting down roaring rapids, camping and kayaking in the Hit The Trail exhibit, art projects like nature rubbings and animal track stamps and a listening station where visitors guess the calls of nature.

The museum's social media team did a great job promoting the campaign and even hosted a “[Live Look In](#)” tour of the museum to give viewers a preview of all the activities.



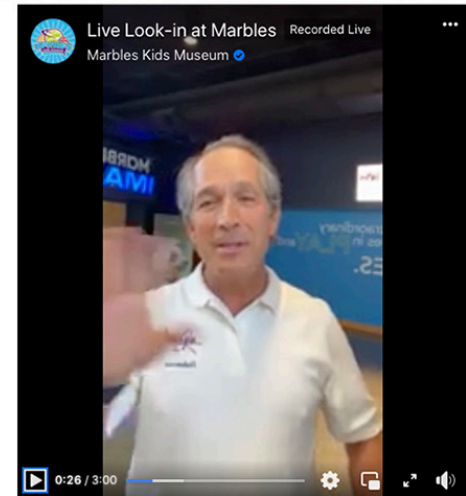
Marbles Kids Museum

Raleigh, NC

The film's star, astronaut John Herrington, visited the museum in person to help promote the film. He spoke on the morning TV talk show [My Carolina](#), then popped up on a [Facebook Live](#) interview and hosted a Q&A with K-5 campers.

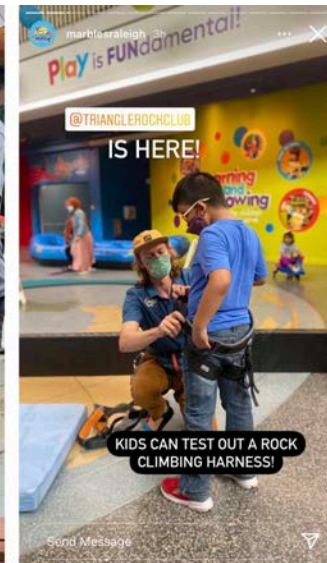
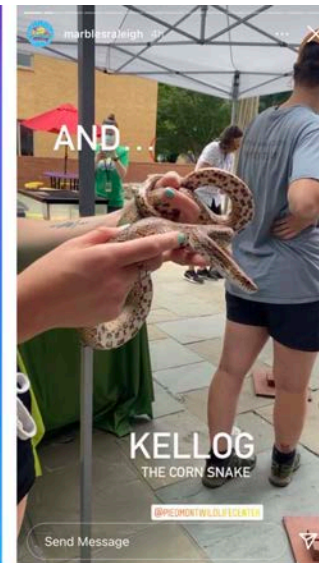
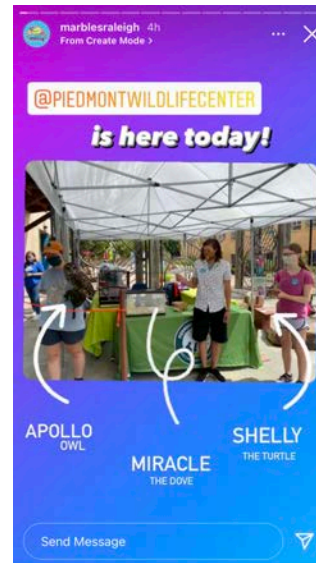
"John was amazing and the footage we got was great. All of Team Marbles was excited to meet him and he was a pleasure to work with," said Britt Thomas, VP of Community.

"Definitely our most exciting IMAX day since reopening after the pandemic!!"



Marbles Kids Museum Raleigh, NC

To kick off its outdoor campaign, Marbles hosted a Nature Day and [partnered with local outdoor organizations](#) for a day of nature fun. Visitors met animal ambassadors from Piedmont Wildlife Center, learned the basics of rock-climbing with Triangle Rock Club, explored how nature makes you feel with South Wake Conservationists and discovered what it's like to be a park ranger with North Carolina State Parks and Recreation.



Museum of Discovery and Science

Ft. Lauderdale, FL

The Museum of Discovery and Science in Ft. Lauderdale opened the film in February 2021 with a special “Into America’s Wild Weekend” program featuring guest speakers and hands-on family activities. They also worked with their local RV dealership to create a fun off-road lobby display with film signage.



McWane Science Center

Birmingham, AL

The McWane Science Center in Birmingham, Alabama opened the film for the 2020 holiday season. To build local buzz, they sent out an educator mailer to teachers and invited producer Shaun MacGillivray to do a virtual interview on their local morning news show, "Good Day Extra."

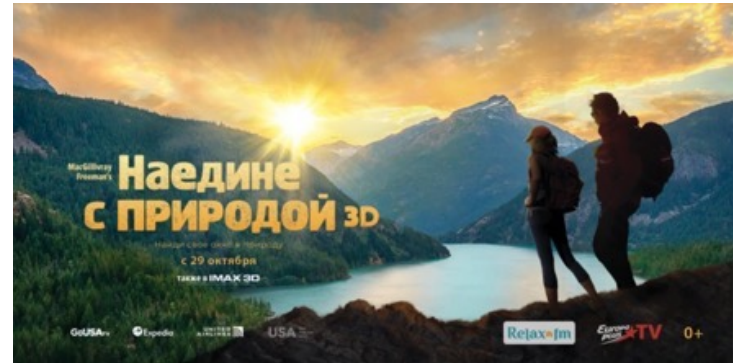
Additionally, having just run *America's Musical Journey*, they did a double feature to piggyback on the success of both titles.



Kinosfera IMAX

Russia

Kinosfera IMAX launched the film in 81 commercial theatres across Russia for a two-week run at the end of October 2020, followed by a special re-launch in April 2021 for Earth Day. The cinema chain orchestrated a national social media influencer and text messaging campaign to promote the film to subscribers in 17 cities.



Kinosfera IMAX

Russia

The Kinosfera IMAX Theater in Moscow decided to meet nature enthusiasts where they would most likely be - outside! They created an EcoQuest promotion in a popular local park that sees over 50,000 visitors each month. Visitors were invited to take photos of five specific plants and animals and share them on social media for a chance to win tickets to the film. The park and multiple local municipal districts cooperated to help spread the word. More than 200 people took part in the quest!



Saskatchewan Science Center

Regina, Canada

The Saskatchewan Science Center in Regina, Canada opened the film in February 2020, but had to close due to local restrictions. In a guest survey, the film earned a 4.67/5 rating, which is very high for their metrics. People are loving the film!

They used Facebook and Google AdWords to draw in audiences. They also partnered with a local birding group to lead nature walks and give away prize packs with film tickets. On New Years Eve, they gave away activity kits with a free film ticket that brought families in to see the film for the holidays.

The film was well-received in the local community when it launched, and the science center plans to have a large-scale promotion once they reopen that will encourage people to get out and travel and explore.




Houston Museum of Natural Science

Houston, TX

The Houston Museum of Natural Science opened in September 2020 and saw a positive attendance response despite limited theatre capacity. They created a special promotion where ticket buyers received a nature journal from their gift shop store. Additionally, for every ticket sold, visitors could purchase a special takeaway HMNS football for an extra \$2, to encourage audiences to go outside and play.

To engage their social audiences, the museum hosted a “Beyond the Bones” Zoomcast with Ariel Tweto on loving nature and getting out during a pandemic. Watch here: https://youtu.be/lo4_LcJgxpA

If you have renewed your membership prior to this email, thank you and it should be updated shortly.


HAPPENINGS
HMNS

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Bring the Movies Home with You

Your movie viewing experience just got bigger, bolder and better. On a screen nearly 8 stories tall, experience the awe and wonder of larger-than-life science stories. With unsurpassed images enhanced by a superb six track sound system, the Wortham Giant Screen Theatre will stoke your imagination and fuel your curiosity.

Now you can bring the movies home with you! For only \$2 on top of your movie ticket, you'll receive a museum-exclusive takeaway gift. [Browse Showings.](#)

Into America's Wild | [Watch Trailer](#) | [Buy Tickets](#)
A non-stop ride by kayak, hot air balloon, zipline and more, *Into America's Wild* follows three trailblazers who share a passion for connecting people to experiences in the wild.

Superpower Dogs | [Watch Trailer](#) | [Buy Tickets](#)
Journey around the globe to meet remarkable dogs who save lives and discover the powerful bond they share with their human partners.

Dinosaurs Alive | [Watch Trailer](#) | [Buy Tickets](#)

HMNS

Oct 1

Check out our latest Zoomcast with [@ArielTweto](#), who stars in "Into America's Wild" from [@MacFreeFilms](#) now showing at [#HMNS](#). We talk about loving nature during pandemic life, and we brag about [@HermannPark](#), [@DiscoveryGreen](#), and [@MemorialPark](#).



Beyond Bones Podcast Episode #11: Ariel Tweto fr...
In this episode of Beyond Bones, Kat Havens and Craig Hlavaty are joined by adventurer and reality T...
[youtube.com](#)

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Bob Bullock Texas State History Museum

Austin, TX

The Bob Bullock Museum opened the film in September 2020 supported by paid advertising, Google search, email marketing and social media.

