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Reuben H. Fleet Science Center to Bring Vitality and Wonder of Amazon

Rainforest to Life in IMAX[®] with *AMAZON*

Uncover the Beauty and Intrigue of the Amazon

SAN DIEGO, Calif., September 7, 2009 – Filmed entirely in IMAX[®], ***AMAZON*** takes audiences on a 4,000 mile journey from the high Andes, through the rainforest, and into the majestic Amazon basin. Footage of enigmatic Machu Picchu, river rapids and waterfalls, stunning wildlife, and cultural customs helped *AMAZON* earn an Academy Award[®] nomination for Best Documentary/Short Subject Film (1997). *AMAZON* opens **October 1, 2009** in the Reuben H. Fleet Science Center’s Eugene Heikoff and Marilyn Jacobs Heikoff Dome Theater.

For centuries, the powerful Amazon has been the obsession of explorers, scientists and anthropologists the world over. *AMAZON* tells the captivating story of two “medicine men,” from vastly different worlds, who share a common quest. Tribal shaman Julio Mamani and American ethnobotanist Dr. Mark Plotkin are accompanied on their searches for the medicinal qualities of native plants. Here, Western medical science meets the myth and magic of Indian shamanism, a very real collaboration that may bring cures to diseases not yet conquered. “There may be a remedy for every ailment known to man right here,” says Plotkin in the film. “Some argue that the treasure of the rain forest is the plants, but the key to that treasure is the knowledge of the people.”

Through the eyes of modern-day explorer Sydney Possuelo, filmgoers also meet the Zoë, an indigenous tribe who experience their first contact with Western civilization during the filming of *AMAZON*. The Zoë go utterly naked without regard to age and gender. They sleep in heavy handmade hammocks slung in thatched huts without walls. Skilled archers, the men hunt, while the women process manioc (a fleshy rootstock yielding a nutritious starch), and all gather Brazil nuts. Only one tribesman, Kuru, speaks some Portuguese, others are adept at sign language. This rare opportunity to view their culture and customs offers another unique experience for filmgoers.

(more)

AMAZON offers a visual and captivating journey of discovery down the mightiest river in the world, the lifeblood for whole civilizations and home to more than 5,000 different species of fish and more than 60,000 different species of plants. Surrounded by the giant 76-foot NanoSeam™ Dome screen, the audience becomes a part of the “you-are-there” experience. Filmmakers overcame many difficulties to photograph and film this rarely seen tropical landscape and present it with all the visual power associated with IMAX. *AMAZON* opens a world of beauty and mystique to filmgoers that will stay with them long after leaving the theater.

Along with director Keith Merrill, *AMAZON* was made possible by Ogden Entertainment and MacGillivray Freeman Films. Filmed entirely in the Amazon Basin, *AMAZON* features narration by Academy Award®-winning actress Linda Hunt and music by Alan Williams. This film has not been rated and has a running time of 40 minutes. Please be advised, this film contains nudity.

About the Reuben H. Fleet Science Center

The Reuben H. Fleet Science Center (“the Fleet”) is home to Southern California’s only IMAX® Dome Theater and 100+ hands-on science exhibits for all ages. Watch immersive giant-screen films in the renovated Heikoff Dome Theater, featuring the world’s first NanoSeam™ Dome screen in an IMAX Theater. Experience seven galleries of fun, interactive exhibits, including major traveling exhibitions. A 23-passenger Motion Simulator Ride thrills visitors with journeys into exciting realms. Enjoy sandwiches, salads and healthy treats in Galileo’s Café. Find unique educational toys and games, books, IMAX DVDs and more in the North Star Science Store. Located at 1875 El Prado, two blocks south of the San Diego Zoo on Park Blvd, the Fleet Science Center is a non-profit organization dedicated to furthering the public understanding and enjoyment of science and technology. For information regarding current admission prices, please call (619) 238-1233 or visit our Web site at www.rhfleet.org.

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