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**It's A Holiday Faceoff As *SANTA VS. THE SNOWMAN* Returns!**

**November 18 at Reuben H. Fleet Science Center's Heikoff Dome Theater**

*You've cheered for popular film\* heroes Harry Potter, Noisy Boy, Peter Pan,  
Luke Skywalker, Dorothy, Maximus, Batman and Jack Sparrow; and ... SANTA.*

*But who stands for the hopes and dreams of Voldemort, Midas, Captain Hook, Darth Vader,  
The Wicked Witch, Commodus, The Joker or Barbossa? The SNOWMAN Will - Take Sides NOW!*

*\*Harry Potter 1-6, Real Steel, The Dark Knight, Star Wars, Peter Pan, The Wizard of Oz, Gladiator, Pirates of the Caribbean ...*

San Diego, CA, November 10, 2011 – Beginning **November 18**, San Diegans will enjoy a hilarious holiday treat with the Return (by Popular Demand) of ***SANTA VS. THE SNOWMAN***, the first-ever IMAX® animated holiday feature film. The film will play at the **Reuben H. Fleet Science Center's Heikoff Dome Theater** throughout the holiday season, and is sure to be a classic for many years to come. From the Academy Award® nominated team behind the family hit *Jimmy Neutron*, ***SANTA VS. THE SNOWMAN*** is the hilarious brainchild of Steve Oedekerke (*Jimmy Neutron*, *The Nutty Professor*, *Ace Ventura: When Nature Calls*, *Patch Adams*, *Bruce Almighty*), directed by John A. Davis with animation provided by DNA Productions and Omaton. Don't end up on the naughty list – choose sides now!

Turning tradition on its head, ***SANTA VS. THE SNOWMAN*** features the celebrity voices of Jonathan Winters, Ben Stein and Victoria Jackson; and tells the heartwarming story of a lonely Snowman who at

first is swept away by the magical wonders of Santa's Village, only to ultimately wage war on Santa because he is jealous of all the attention that Santa gets during Christmas time. What ensues is a polar feud of hilarious proportions, where ultimately friendship reigns supreme and audiences are rewarded with a heart-melting holiday film. Those battling robots have nothing on our heroes!

**SANTA VS. THE SNOWMAN** is unlike any of the traditional holiday films of yesterday; with its breathtaking images projected onto the 76-foot seamless IMAX dome screen, enhanced by the exhilarating thrill of experiencing 16,000 watts of digital surround sound.

Creator and executive producer Steve Oedekerk stated, "**SANTA VS. THE SNOWMAN** captures the true holiday spirit, but with a humorous twist that I believe will keep adults as well as children entertained for years to come. Seeing the images in staggering size on the gigantic IMAX screen brings narrative storytelling into a new dimension."

**SANTA VS. THE SNOWMAN** was created by Steve Oedekerk; written by John A. Davis; and produced by Paul Marshal, John A. Davis and Keith Alcorn. Santa vs. the Snowman is directed by John A. Davis and executive produced by Steve Oedekerk.

### **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 IMAX Heikoff Dome Theater, featuring the world's first NanoSeam™ Dome screen in an IMAX Theater. Watch for our new state-of-the-art Digital Dome projection system in the new year! Experience seven galleries of fun, interactive exhibits, including major traveling exhibitions. A hurricane simulator thrills visitors with gusts of wind up to 80 miles per hour. 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 website at [www.rhfleet.org](http://www.rhfleet.org).

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**FOR MEDIA:** HIGH-RESOLUTION PHOTOGRAPHS FROM THE FILM ARE AVAILABLE FOR DOWNLOAD AT:  
<http://www.rhfleet.org/media/images/index.cfm>

## About IMAX Corporation

Founded in 1967, IMAX Corporation is one of the world's leading entertainment technology companies. IMAX's businesses include the world's best cinematic presentations together with IMAX®, IMAX® 3D and the development of the highest quality digital production and presentation. IMAX has developed revolutionary technology called IMAX® DMR™ (Digital Re-mastering) that makes it possible for virtually any 35mm film to be transformed into the unparalleled image and sound quality of The IMAX Experience®. The IMAX brand is recognized throughout the world for extraordinary and immersive family experiences. As of June 2002, there were more than 225 IMAX theatres operating in 30 countries. More than 700 million people have seen an IMAX presentation since the medium premiered in 1970. IMAX Corporation is a publicly traded company listed on both the Toronto and NASDAQ stock exchanges.

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## About Steve Oedekerk and O Entertainment

Steve Oedekerk's multi-faceted comedic career includes producing, directing, writing and acting for feature live action and animated films, television, DVD and video releases, as well as creating his own independent studio O Entertainment. The Oscar® nominated Oedekerk has written and directed films that have grossed over \$1.5 billion in worldwide box office; he received a best animated film academy award nomination for *Jimmy Neutron: Boy Genius* as well as starring in and directing the wild retro-martial arts comedy *Kung Pow: Enter the Fist*, which grossed its entire budget on the opening weekend. In addition, Oedekerk has appeared in the top comedy clubs in America, starred in and created television specials for NBC, ABC and UPN. In the world of animation, he has created original programming and supports them with groundbreaking technology.

Oedekerk's wide array of projects includes writing "*Bruce Almighty*," starring Jim Carrey for Universal, the further expansion of the *Jimmy Neutron* franchise, for Nickelodeon and Paramount, with a second feature film in the works, as well as 40 episodes of "The Adventures of Jimmy Neutron" with over \$100 million dollars of sponsor support. Armed with Steve's passion for laughter, state-of-the-art technology and redefining entertainment, O Entertainment brings comedic cutting edge writing, directing and producing to many entertainment outlets, including television, DVD, video, Internet, theme parks, the big screen and the even bigger IMAX screen. Oedekerk's company, O Entertainment, also led the way with the first IMAX 3D animated film, *Santa vs. the Snowman*.

Oedekerk resides in Southern California with his wife, two children and a badger, pound for pound known to be the most vicious mammal on the planet. # # #