



FORT WORTH MUSEUM
SCIENCE AND HISTORY

For Release: Immediate

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NEWS RELEASE

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***The Alps* Opens Saturday, Aug. 8, 2009 at
Fort Worth Museum of Science and History Omni Theater, an IMAX® Dome**

FORT WORTH, TEXAS – The Fort Worth Museum of Science and History invites you to a “mountainous adventure” on one of the most dangerous peaks in the world at the Museum’s Omni Theater, an IMAX® dome (1600 Gendy Street). *The Alps*, a story of magnificent scenery, unlimited culture, and death-defying avalanches, opens to the public Saturday, Aug. 8, 2009.

The Alps was directed by Stephen Judson and produced by two-time Academy Award® nominee Greg MacGillivray and Mark Krenzien. The film follows the exciting story of John Harlin III, who climbs the North Face of the Eiger, one of the world’s most celebrated peaks but also notorious among climbers for its deadly avalanches and showers of falling rock. Accompanying him are his German climbing partners: contemporary climbing stars Robert and Daniela Jasper.

“The grandeur of the Alps makes for an incredible match-up with the visual spectacle of IMAX® theater photography,” said producer Greg MacGillivray. “It is such an enticing location, filled with history and human accomplishments. More than that, though, our film is a human story about facing one’s fears and about family and family legacies. People will come away inspired by John Harlin’s emotional quest to reconnect with his father who died on the legendary Eiger.”

The making of *The Alps* was a vastly ambitious undertaking that involved a team made up of climbing personalities, hardy mountain guides and award-winning nature cinematographers. Featuring some of the most spectacular giant screen imagery ever seen – captured by courageous helicopter and mountaineering crews – the

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The Alps
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film celebrates both the unsurpassed beauty of the Alps and the determined spirit of the people who live, climb and explore the mountain range. Adding to the immediacy and visual excitement of the film is the aerial camera work of Ron Goodman, inventor and operator of the aerial photography system known as the Spacecam, which proved invaluable in obtaining unprecedented shots of climbers in action on the Eiger North Face.

“The Eiger held a part of my soul captive for 40 years, and with this trip I was able to set myself free,” said John Harlin III. “I always felt I had to do this climb, and yet the thing that I really came back with is that it’s my family that is the most important thing to me. Having climbed the Eiger North Face, I can now revel in spending time with my family more than ever.”

Forty years ago, Harlin’s father – famed alpinist John Harlin II, a rising media star considered one of America’s best mountaineers – set out to pioneer up the Eiger’s 6,000-foot face. At 4,000 feet, approaching the summit, Harlin’s rope broke, sending him plummeting to a tragic death that would shatter the lives of his family. Just nine years old at the time, John Harlin III has been haunted by the Eiger ever since.

The Alps was produced and distributed by MacGillivray Freeman Films and presented by Holcim and Switzerland Tourism in association with Four Eyes 4iS. It is the sixth film in MacGillivray Freeman’s Great Adventure Film® series, a brand that encompasses original giant screen productions based on real-life adventures in remote locations that celebrate the discovery of the natural world. The film is narrated by actor Michael Gambon (*Harry Potter and the Half-Blood Prince*) and features music from rock legends, Queen. For more information on *The Alps* and other movies showing at the Omni IMAX® Theater, log on to www.fortworthmuseum.org/omni/index.html.

Tickets

Tickets for *The Alps* are on sale now, and can be purchased online at www.fortworthmuseum.org, by phone at 817-255-9540, or at the Omni Theater ticket office during operating hours. Ticket prices are \$7 for Adults and \$6 for children (3-12) and seniors (60+). Membership rates vary on level of purchase. For show times, visit www.fortworthmuseum.org .

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About the Omni Theater

Since April 1983, more than 10 million guests have enjoyed features in the Fort Worth Museum of Science and History's Omni Theater, the first domed IMAX[®] theater in Texas. The Omni has earned a reputation as one of the most engaging learning environments in the Fort Worth community. With the completion of renovations in August 2008 by the renowned architectural firm, Legorreta + Legorreta, the theater houses the "Reel Refreshments" concession stand, a temporary exhibit space, and museum staff offices. It exemplifies a revolutionary concept in film presentation, which combines the drama of oversized film, state-of-the-art projection equipment, an 80-foot IMAX[®] dome with nearly 400 seats, and the most sophisticated production techniques to create a unique cinematic experience.

About the Museum

Dedicated to life-long learning and anchored by its rich collections, the Fort Worth Museum of Science and History engages its diverse community through creative, vibrant programs and exhibits interpreting science and the history of Texas and the Southwest. Since the mid-1980s, the Museum has annually welcomed nearly a million visitors, making it one of the most popular cultural attractions in North Texas.

The Museum is currently in the process of building a new facility in the heart of Fort Worth's Cultural District. The world-class facility, designed by internationally renowned architects, Legorreta + Legorreta, will open in November 2009 and will feature a collection of new exhibits and programs developed by the Museum's staff and a team of nationally recognized designers.



Join John Harlin III and his crew members, as he climbs one of the most dangerous peaks in the world, the Eiger, and attempts to conquer a memory that has haunted his family for 40 years. *The Alps* opens Saturday, Aug. 8, 2009 and runs throughout the fall at the Fort Worth Museum of Science and History Omni Theater, an IMAX® dome. (1600 Gendy Street) (Photo/MacGillivray Freeman Films®)