

**FILMS FEATURING ANIMALS HAVE ALWAYS FASCINATED AUDIENCES—
ESPECIALLY YOUNG ONES**

“Animalopolis” bridges gap between entertainment and education.

Any historical review of the scores of films featuring animals, both wild and domesticated, is likely to focus on those that have popularized a specific character, such as “Benji” or “Old Yeller.” Rarely, however, are youthful moviegoers able to form an immediate dual bond with the on-screen animals—one that is both visually satisfying and educationally stimulating.

“Animalopolis,” a new film directed by award-winning Tim Huntley and produced by Graphic Films’ Paul Novros, now in early release to IMAX® and other Giant Screen theaters, uniquely stretches production boundaries to encompass both objectives. The 32-minute documentary sets the lifestyles of 13 wild animals to “Seussian” rhyme and verse that literally keeps youngsters’ eyes glued to the screen.

“Once we were able to review the early screening results, we knew that the production team had tapped into a singular, broad-reaching vein,” said Mark Kresser of K2 Communications, the film’s distributor.

According to Kresser, the intent of the filmmakers was to take a light-hearted look at wild animals in their natural habitat, with education being a by-product of the overall film experience. He said both the length of the film and its production values allow even the youngest of viewers to “associate with and begin to understand the realities of the animal kingdom.”

Education is usually an ingredient of IMAX Theater films slated to be shown in both mainstream theaters and science centers, and was considered in the production’s objectives. The animals are presented in a fun and humorous way, with just enough information to spark the young viewers’ interest without dampening their desire to learn more.

To supplement the film’s educational content, “Animalopolis” is distributed with an accompanying Teacher’s Guide created by Omaha’s Henry Doorly Zoo. The guide, which features interesting fact cards on each of the featured animals, can be downloaded from the film’s website at <http://animalopolisfilm.com>.

The animal fact cards—easily integrated into a post-viewing classroom discussion—provide details that can be understood and absorbed by young pre-school children as well as older ones.

Each of the cards references the conservation status of the featured animal, provides basic scientific information, and focuses on facts related to physical size, litters, diet, and specifics about where their natural habitat.

The reliance on a Seuss-like presentation keeps interest levels high, and according to Kresser, “elicits considerable audience reaction as the humor of the vignettes hit home with both young and old.”

“Animalopolis” director, Huntley, is an Academy Award® winner for “Up,” a live action short, and has also received an Emmy® and three additional Emmy nominations. Novros has been nominated for an Academy Award for “Alaska, Spirit of the Wild,” one of the largest grossing IMAX theater films on record, and has participated in the production of four other Academy Award nominated films.

The film, which is being distributed in both 2D and 3D for IMAX and other Giant Screen theaters, as well as digital venues, is being marketed and distributed by K2 Communications, based in El Segundo, Calif.

K2 brings a wealth of success and experience in all aspects of production oversight, global distribution, and marketing. Beyond theatrical distribution, K2 was first to recognize and capitalize on the television aftermarket, acquiring a library of 65 films independently produced for IMAX and other Giant Screen theaters, which they converted to high quality HD format. Their library of films is now playing in 40 countries and has been licensed to other media, including Internet sites, airlines, cruise ships, and hotel rooms. To solidify its leadership role in the industry, K2 Communications also operates the only comprehensive Giant Screen consumer/fan website, www.BigMovieZone.com. More information is available at www.k2communications.com.

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