

NIAGARA FALLS

## Giant screen coming to park theater

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NIAGARA FALLS - The owners of IMAX Theatre Niagara Falls in Ontario announced Wednesday they will install a new large-format screen in the Niagara Falls State Park Adventure Theater and begin showing a 20-year-old feature movie in May.

The New York State Office of Parks, Recreation and Historic Preservation has signed a five-year agreement with Destination Cinema - which produces its own educational films - to bring "Niagara: Legends of Adventure" to the theater in its visitor center.

Destination Cinema will spend \$500,000 to install a 45-foot IWERKS projection screen with surround sound, make upgrades to the lobby outside the attraction and install new information and ticket kiosks throughout the park, said Murray Mold, the company's director of marketing.

The film currently plays at the company's IMAX theater in Niagara Falls, Ont., under the name "Niagara: Miracles, Myths and Magic," and has been seen by more than 14 million visitors over the last two decades, Mold said.

He said it will be reformatted to fit the new 45-by-25-foot screen in Niagara Falls, N.Y.

"We wanted to provide the opportunity for people to see the film on the U.S. side for those visitors that do not come over to the Canadian side," Mold said.

Destination Cinema owns and operates three other giant-screen theaters that show educational films it has produced in Hearst Castle in California, the National Geographic Visitor Center at Grand Canyon National Park and the National Geographic Theatre in Victoria, British Columbia.

"The addition of Niagara Falls, New York, to our portfolio is a great addition to further our mission of creating entertaining and educational experiences that enhance visitors' knowledge of special places around the world," Bob Perkins, CEO of Destination Cinema, said in a prepared statement.

Niagara Falls State Park plans to add the film to its "Passport to the Falls" package, which also includes the Maid of the Mist, Cave of the Winds, Observation Tower, Niagara Gorge Discovery Center, Aquarium of Niagara and all-day transportation for \$28.

Regional State Parks spokesman Allen James said Destination Cinema plans to market its new location in the park locally and outside the region.

"We're really excited about that because the state doesn't have a marketing budget per se, so it's up to our marketing partner to get the word out," James said.

The park's Adventure Theater normally shuts down for a few months each winter, and is currently closed.

Mold said that during the first year of the new agreement, the film would run from May through December, then the company would decide how long it would run later. He also said the deal includes a five-year renewal option.

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