



**IMAX<sup>®</sup>**

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**JOURNEY TO THE TOP OF THE WORLD WHEN *TO THE ARCTIC 3D* ARRIVES AT  
IMAX THEATRE at TROPICANA on April 20, 2012**

*Latest IMAX<sup>®</sup> 3D Documentary Adventure Narrated by Meryl Streep*

**Atlantic City, NJ (April 18, 2012)** – Through the power of IMAX<sup>®</sup> 3D, audiences will be transported to one of the most remote and spectacularly beautiful places in the world and experience an emotional story of love, family and hope, when the documentary adventure *To The Arctic 3D* opens at the IMAX Theatre at Tropicana on April 20, 2012. Experience the wonders of the Arctic on April 21<sup>st</sup> & 22<sup>nd</sup> 2012 when Jenkinson Aquarium recreates a polar bear exhibit complete with snowfall in the IMAX lobby.

In honor of Mother's Day, moms will receive free admission with the purchase of a child's ticket on May 13<sup>th</sup> (restrictions apply). Take this opportunity to see this captivating film which will be showing through the end of the year.

An extraordinary journey to the top of the world as few people have ever seen it, *To The Arctic 3D* tells a compelling tale of survival, with global implications.

“Warner Bros. and IMAX share our commitment to bring audiences the highest quality documentary films that entertain and inspire,” said director Greg MacGillivray. “The film’s universal themes of love, hope and the power of family, as set against the back drop of the breathtaking Arctic, is sure to capture the imagination of audiences everywhere.”

Narrated by Oscar<sup>®</sup> winner Meryl Streep, the film takes audiences on a never-before-experienced journey into the lives of a mother polar bear and her twin seven-month-old cubs as they navigate the changing Arctic wilderness they call home. Captivating and intimate footage brings moviegoers up close and personal with this family’s struggle to survive in a frigid environment of melting ice, immense glaciers, spectacular waterfalls, and majestic snow-bound peaks.

Warner Bros. Pictures and IMAX® Filmed Entertainment present a MacGillivray Freeman Film,  
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“To The Arctic,” a One World One Ocean presentation, directed by two-time Academy Award® nominated filmmaker Greg MacGillivray (“The Living Sea,” “Dolphins”). Filmed in 15/70mm IMAX® 3D, “To The Arctic” is written and edited by Stephen Judson (“Everest”), and produced by Shaun MacGillivray (“Grand Canyon Adventure: River at Risk”). The musical score is by Steve Wood, with songs by Paul McCartney.

The film has been rated G and has a run time of 40 minutes. For more information, visit <http://www.imax.com/tothearctic>

The IMAX Theatre at Tropicana is located on the third level of the Quarter in the Tropicana Casino and Resort in Atlantic City, NJ. Tickets are \$13 and can be purchased at the IMAX Box Office, [www.ticketmaster.com](http://www.ticketmaster.com) or by calling 1-800-745-3000. For group sales inquiries please contact Kathleen at 609-340-4045 or [kflorich@tropicana.net](mailto:kflorich@tropicana.net), ask about our special packages available for your school trip.

### **About IMAX Theatre at Tropicana**

IMAX Corporation is one of the world’s leading digital entertainment and technology companies. The worldwide IMAX network is among the most important and successful theatrical distribution platforms for major event Hollywood films around the globe, with IMAX® theatres delivering the world’s best cinematic presentations using proprietary IMAX, IMAX® 3D, and IMAX DMR® technology. IMAX DMR is the Company’s groundbreaking digital remastering technology that allows it to digitally transform virtually any conventional motion picture into the unparalleled image and sound quality of The IMAX Experience. IMAX’s renowned projectors and new digital systems display crystal-clear images on the world’s biggest screens. The IMAX brand is recognized throughout the world for extraordinary and immersive entertainment experiences for consumers. As of June 30, 2007, there were 290 IMAX theatres operating in 40 countries.

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