



Jane Goodall Institute



FOR IMMEDIATE RELEASE

MAY 30, 2023

Science North celebrates the World Premiere of their new IMAX film *Jane Goodall - Reasons for Hope*.

(Sudbury, ON) – From producers Science North, in association with the Jane Goodall Institute, distributor Cosmic Picture and film producer/director David Lickley, comes *Jane Goodall - Reasons for Hope*. The documentary film makes its world premiere at Science North in Sudbury, Ontario, on May 30, 2023. This inspirational production is Science North's 7th giant screen film, the likes of which include *Jane Goodall's Wild Chimpanzees*, released in 2002 to international acclaim.

In collaboration with the world's most famous ethologist and environmentalist, Dr. Jane Goodall, DBE, this film highlights her decades of work and inspires viewers to make a difference in the world. *Jane Goodall - Reasons for Hope* takes audiences on a global journey to showcase good news stories that reinforce Jane's four pillars of hope: the resilience of nature, the power of youth, the indomitable human spirit, and the amazing human intellect.

Coupled with historic footage of Jane's early years as a chimpanzee researcher, these four pillars are represented in inspirational stories such as: the migration of the Northern Bald Ibis over the Alps, the re-introduction of the American Bison to the Blackfoot Nation in Montana, the globally recognized Sudbury Regreening Story, technology advances in Arizona to combat climate change, and inspiring youth-led initiatives from Jane Goodall's Roots & Shoots.

Jane Goodall - Reasons for Hope will premiere on May 30 at 7:00 pm in Science North's IMAX theatre in Sudbury, ON. Dr. Goodall will be in attendance to celebrate the film and deliver special remarks. Dr. Goodall and Mr. Lickley will also speak with students from Sudbury's Climate Action Youth Summit to discuss the film and topics of environmental and wildlife conservation.

In conjunction with the film, Science North has produced learning tools available to educators, families and theatres worldwide to expand on the film's themes and provide hands-on activities for those inspired by Jane's work. Permanent visitor experiences will be on display at five

partner attractions in Northern Ontario, including the Kenora Discovery Centre, Thunder Bay Museum, Cochrane Public Library, Sault Ste Marie Bushplane Heritage Centre, and North Bay Museum. These visitor experiences will host a 25-minute version of the film along with educational and interactive experiences that link to Dr. Goodall’s reasons for hope.

Science North is proud to share that the Jane Goodall - Reasons for Hope IMAX film is a net-zero production. Throughout production, the team implemented actions to minimize the environmental impact. The film's carbon footprint was measured and calculated throughout filming and post-production, including tracking fuel and travel usage, waste generated, and electricity usage. Electric adventure vehicles provided by Rivian were used throughout the production, allowing Science North to film more efficiently in remote locations by acting as both camera vehicles and a power supply. In doing so, the Rivian R1T pickups decreased the amount of noise pollution, making filming less disruptive to wildlife, and replaced diesel generators on set, thereby decreasing harmful pollutants. Rivian R1 vehicles also supported transportation of crew, cast and equipment, further minimizing CO₂ emissions. The total carbon footprint of the project was 100.46 tonnes of CO₂ equivalent, less than two-thirds originally projected. To further offset the film's carbon emissions, Science North is tripling the offset by investing in a future green project of sustainable actions at Science North.

The film will be available for public viewing at Science North beginning June 3, 2023, and will be offered at various IMAX and giant screen theatres across North America and beyond. Below is a tentative screening schedule. Dates and locations are subject to change.

<u>INSTITUTION</u>	<u>CITY</u>	<u>STATE</u>	<u>COUNTRY</u>	<u>RELEASE DATE</u>
Science North	Sudbury	ON	Canada	6/3/2023
Arizona Science Center	Phoenix	AZ	USA	6/2/2023
Perot Museum of Nature and Science	Dallas	TX	USA	6/3/2023
Denver Museum of Nature and Science	Denver	CO	USA	6/3/2023
Kentucky Science Center	Louisville	KY	USA	6/3/2023
World Golf Hall of Fame	St. Augustine	FL	USA	6/3/2023
Canadian Museum of History	Gatineau	QC	Canada	6/27/2023
Museum of Science	Boston	MA	USA	7/1/2023

Connecticut Science Center	Hartford	CT	USA	7/1/2023
Peoria Riverfront Museum	Peoria	IL	USA	7/15/2023
Museum of Discovery & Science	Fort Lauderdale	FL	USA	9/21/2023
Science Museum of Minnesota	St. Paul	MN	USA	10/19/2023
Museon-Omniversum	Hague		The Netherlands	12/1/2023
The Tech Interactive	San Jose	CA	USA	2024
Telus World of Science	Edmonton	AB	Canada	2024
Cincinatti Museum Center	Cincinatti	OH	USA	2024

For more details about the film, press assets, and a list of where the film is headed, visit <https://reasonsforhope-movie.com/>. To buy tickets in Sudbury, visit <https://www.sciencenorth.ca/imax/jane-goodall-reasons-hope>

Quotes:

"Dr. Goodall's revolutionary perspective has transformed our understanding of the world. It's our great privilege to collaborate with her again, while honouring her legacy and sharing her message of inspiration and hope with audiences across North America. We extend our sincere gratitude to the Jane Goodall Institute, David Lickley, Cosmic Pictures and our funders and partners for their invaluable contributions in bringing this vision to life." - Ashley Larose MSc, CEO, Science North.

"This remarkable film is required viewing for anyone looking for hope right now. David Lickley and his team capture stories that beautifully support and reinforce Dr. Goodall's message that we can all make a difference. This is easy to forget, but critical to remember: we all truly have the power to make a difference. I think this film will make a real impact in the lives of everyone who sees it." - Bella Lam, CEO, Jane Goodall Institute of Canada

"We are delighted to distribute this stunning, educational and inspirational documentary based on Jane Goodall's philosophy of hope. Now more than ever we must inspire audiences to remain hopeful and conserve the world around us. Jane Goodall - Reasons for Hope is perfectly aligned with our mission to change audience perception of the universe in ways never imagined." - Antonietta Monteleone, Cosmic Picture President of Distribution

“This film has been over 10 years in the making, and being able to bring Dr. Goodall’s remarkable story to the giant screen was an amazing experience for everyone on the crew. Jane is such an inspiration, and working with her again after our first collaboration 23 years ago reinforced just how important her work and her message is at a crucial juncture in our planet’s history.” – David Lickley, Writer/Director/Producer, Lickley Productions Inc.

“Through the Northern Ontario Heritage Fund Corporation, our government is proud support the making of Jane Goodall - Reasons for Hope. Northern Ontario is recognized as a prime destination for film and television productions, and with the reputation that Science North has built, this film highlights the top notch environmental education and tourism opportunities that we have close to home.” - Hon. Greg Rickford, Minister of Northern Development and Minister of Indigenous Affairs, Chair of the Northern Ontario Heritage Fund Corporation.

"I want to congratulate Science North, the Jane Goodall Institute, Cosmic Picture, and director David Lickley for the successful completion of this important documentary. Sudbury’s history of greening, showcased in the film, highlights the important connection that those in Northern Ontario have to the land and the environment. Our government will continue to invest in Northern Ontario because we recognize that strong regional economies are an essential part of a thriving Canada and our transition to a green economy.” -The Honourable Patty Hajdu, Minister of Indigenous Services and Minister responsible for FedNor.

“Jane Goodall – Reasons for Hope is a stunning IMAX film that illustrates what is possible when we work together for positive change. Dr. Goodall has inspired and empowered generations of young leaders to continue her life’s work in conservation, including right here in Greater Sudbury. I am honoured that the Sudbury story is featured in this film and that our community is hosting the premiere. Congratulations to Dr. Goodall, filmmaker David Lickley, and the entire team at Science North on this impressive achievement.” - Paul Lefebvre, Greater Sudbury Mayor.

The film would not be made possible without the support of the following funders and sponsors:



Federal Economic Development
Agency for Northern Ontario

Agence fédérale de développement
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About Science North

Science North is Northern Ontario's most popular tourist attraction and an educational resource operating the second- and eighth-largest science centres in Canada. Science North's attractions include a science centre, IMAX® theatre, planetarium, butterfly gallery, special exhibits hall, and Dynamic Earth: Home of the Big Nickel. Science North also oversees an award-winning International Sales unit, which develops custom and ready-made exhibits and multimedia experiences for sale to science centres, museums, and other cultural institutions all over the world. Science North, in partnership with Laurentian University, offers North America's first and only comprehensive Science Communication program, a joint Master's and Diploma program. For more information please visit sciencenorth.ca.

About Dr. Jane Goodall

In July 1960, at the age of 26, Jane Goodall traveled from England to what is now Tanzania and ventured into the little-known world of wild chimpanzees.

Equipped with little more than a notebook, binoculars, and her fascination with wildlife, Jane Goodall braved a realm of unknowns to give the world a remarkable window into humankind's closest living relatives. Through nearly 60 years of groundbreaking work, Dr. Jane Goodall has not only shown us the urgent need to protect chimpanzees from extinction; she has also redefined species conservation to include the needs of local people and the environment.

Today, Dr. Jane Goodall travels around the world, writing, speaking and spreading hope through action, encouraging each of us to "use the gift of our life to make the world a better place." As a conservationist, humanitarian and crusader for the ethical treatment of animals, she is a global force for compassion and a UN Messenger of Peace.

About David Lickley

David Lickley is a scientist-turned-filmmaker with over 45 nature films and science documentaries to his credit. Lickley was the Director of Large Format Films at Science North for 28 years and directed 5 IMAX films during that period including *"Gold Fever"* (1999), *"Bears"* (2001) *"Jane Goodall's Wild Chimpanzees"* (2002), *"Mysteries of the Great Lakes"* (2008), and *"Born to be Wild 3D"*, (2011). He started Lickley Productions in 2012 and worked in collaboration with Science North to make *"Wonders of the Arctic"* (2014) and *"Jane Goodall – Reasons for Hope"* (2023). His films have won numerous awards including Best Film for

Learning and Best Film at the Giant Screen Awards, as well as Best of Show at the Houston International Film Festival.

About The Jane Goodall Institute of Canada

Founded in 1977, the Jane Goodall Institute (JGI) is a global, community-centred conservation organization that advances the vision and work of Dr. Jane Goodall in over 30 countries. It aims to understand wildlife and their habitats, and to empower people to be compassionate citizens dedicated to conservation.

The Jane Goodall Institute of Canada furthers this work here in Canada by mobilizing local and national movements around the convergence of three crises: biodiversity loss, climate change, and environmental inequity, while engaging youth, communities, corporations and governments. In Africa, we support community-centred conservation programs in the Republic of Congo, the Democratic Republic of Congo, Uganda, Tanzania, and Senegal.

About Cosmic Picture

Cosmic Picture was founded to produce and distribute the most compelling cinematic experiences possible to change people's perception of the universe in ways never imagined. Cosmic Picture represents one of the industry's largest libraries of top-quality giant screen and full-dome films including the National Geographic library of documentaries. Past films include award-winning IMAX® and giant screen productions and transformative environmental documentaries with tremendous social impact including "The Arctic: Our Last Great Wilderness," "Superpower Dogs," and "Back from the Brink: Saved from Extinction." To discover more visit www.cosmicpicture.com.

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Media Contacts:

Julia Aelick (she/her)
Senior Manager, Marketing
Science North and Dynamic Earth
1-705-562-3185
julia.aelick@sciencenorth.ca

Alex Johnson (she/her/elle)
Director of Marketing and Communications
Jane Goodall Institute of Canada
1-416-997-7018
alex@janegoodall.ca

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