

MACGILLIVRAY FREEMAN FILMS

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CHRIS PALMER NAMED PRESIDENT OF MACGILLIVRAY FREEMAN FILMS EDUCATIONAL FOUNDATION

Educational Foundation To Be Officially Launched in 2006

LAGUNA BEACH, California, September 15, 2005—The Board of Directors of the MacGillivray Freeman Films Educational Foundation (MFF-ED) is pleased to announce the appointment of Christopher Palmer as its President. Palmer, who has been working in the large format industry for more than ten years and who has dedicated much of his career to environmental filmmaking, will lead the Educational Foundation's launch, programming and fundraising activities beginning immediately.

The MacGillivray Freeman Films Educational Foundation was formed by Greg MacGillivray as a self-sustaining, charitable entity to contribute to the preservation and conservation of the planet's natural and cultural resources. The Foundation received its non-profit status in 2004 and has been working to refine its mission and goals for the coming years. An official launch of the Foundation will occur in 2006 and programming announcements will be forthcoming.

"We are honored and delighted that Chris has accepted the position of President of the MacGillivray Freeman Films Educational Foundation," said MacGillivray. "I can not imagine a more qualified leader to manage the important strategic programming and fundraising decisions now facing the Foundation. The Foundation is at a critical point in its development, and Chris' prodigious leadership abilities, depth of experience, warm sense of humor, and deep dedication to environmental issues will ensure that the Foundation realizes its full potential and is successful in its mission."

"I am grateful for this tremendous opportunity to guide the MacGillivray Freeman Films Educational Foundation into the future where the work it is doing could not be more important," said Palmer. "Our vision for the Foundation is that it become a mighty engine for generating far-reaching public awareness, education and action in the areas of environmental protection, conservation of the natural world and protection of the world's cultural heritage sites. No other foundation in the world has this immediate capability to deliver visceral, immersive learning experiences via the powerful giant screen film medium and the significant educational campaigns that accompany them."

In addition to his leadership and managerial duties for the Foundation, Palmer is also tasked with seeking out new giant screen film projects that fit the Foundation's mission and with developing strategic partnerships that advance the Foundation's initiatives.

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About Christopher Palmer

In addition to his work with MFF-ED, Palmer is the founder of the Center for Environmental Filmmaking at the School of Communication at American University in Washington, D.C. where is the Director and a Distinguished Film Producer in Residence. Chris serves on the boards of six not-for-profit organizations all related to environmental filmmaking, including the Natural Resources Council of America, Filmmakers for Conservation, the International Wildlife Media Center and Film Festival, the Large Format Cinema Association, Green Planet Films, and also is a Board Director for the MacGillivray Freeman Films Educational Foundation.

In 1994, Chris founded the non-profit National Wildlife Productions (a division of the National Wildlife Federation, the largest conservation organization in the U.S.) and served as President and CEO for ten years. In 1983, he founded National Audubon Society Productions and served as President and CEO for eleven years. Chris and his colleagues have won many awards, including two Emmys and an Oscar[®] nomination. His movies, music videos, documentaries and computer software have all focused on documenting threatened species and habitats exposing damaging commercial enterprises and practices while celebrating environmental success stories. In 1994, Palmer was honored with the Frank G. Wells Award from the Environmental Media Association for “contributing to environmental protection year after year.”

Before Chris became a producer of environmental films, he was a naval officer, an engineer, a business consultant, an energy analyst, Chief Energy Advisor to a senior U.S. Senator, a political appointee in President Jimmy Carter’s EPA, and an environmental lobbyist. Chris grew up in England and immigrated to the U.S. in 1972. He has three degrees and was a Kennedy Scholar at Harvard.

About MacGillivray Freeman Films Educational Foundation

The MacGillivray Freeman Films Educational Foundation is a not-for-profit 501(c)(3) organization established in 2004 to produce and fund educational giant screen films (IMAX[®] theater films) and companion programming (exhibits, education materials, outreach programs) that promote greater awareness and preservation of our planet’s environmental and cultural heritage.

The Foundation’s mission is to educate and inspire people of all ages and backgrounds to explore, discover and appreciate anew their connection to the natural world, to the cultural histories that shape our communities, and to the world society at large. The cornerstone of the Foundation’s philosophy is the belief that lifelong learning is critical to an individual’s development and important to a society’s well-being. It is the Foundation’s goal that its films and educational programs offered will galvanize people across the globe to become bold and passionate ambassadors for positive change in our world.

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