



FOR IMMEDIATE RELEASE

**BEAUTIFUL BRITISH COLUMBIA TAKES SPOTLIGHT IN
“TOMORROWLAND” MEDIA CAMPAIGN FROM DISNEY**

Toronto, ON – April 29, 2015 – British Columbia is being shown some love in a new out-of-home media campaign from Walt Disney Studios Motion Pictures Canada for the upcoming feature film “Tomorrowland.” Directed by Brad Bird and starring George Clooney, “Tomorrowland” is a riveting mystery adventure about a jaded scientist and an optimistic teen who embark on a danger-filled mission to unearth the secrets of an enigmatic place somewhere in time and space. It opens in theatres on May 22, 2015.

Beginning this week, outdoor ads promoting the film will be tagged with “Proudly Filmed in Beautiful B.C.” messaging. The custom creative will appear on map stands, bus kings and transit shelters in various locations across the Greater Vancouver area. “Tomorrowland” was shot in eight different B.C. cities, including Enderby, Armstrong, Richmond, Surrey, Burnaby, Delta and Langley, with principal photography kicking off in Vancouver in August 2013. UBC, the H.R. MacMillan Space Centre, Museum of Vancouver and the Vancouver Academy of Music are just a few of the landmarks that served as locations for the film.

“While it’s certainly not unique for a film to be shot in B.C., this is the first time that the province has been recognized in ad creative for the important role it played in the production,” said Greg Mason, vice-president of marketing for Walt Disney Studios Canada. “We’re proud that one of our biggest releases of the year was shot on Canadian soil and this was our way of conveying that pride and saluting the province and the members of the local film industry who were involved with the production.”

Images of the B.C. out-of-home ad creative can be downloaded at the following link: <https://www.relayit.net/?c=sgNbLSjhnMLLn4R4f5fs6CGxdmMk3c4JHLr6>

About the film:

From Disney comes two-time Oscar® winner Brad Bird’s “Tomorrowland,” a riveting mystery adventure starring Academy Award® winner George Clooney. Bound by a shared destiny, former boy-genius Frank (Clooney), jaded by disillusionment, and Casey (Britt Robertson), a bright, optimistic teen bursting

with scientific curiosity, embark on a danger-filled mission to unearth the secrets of an enigmatic place somewhere in time and space known only as “Tomorrowland.” What they must do there changes the world—and them—forever.

Featuring a screenplay by “Lost” writer and co-creator Damon Lindelof and Brad Bird, from a story by Lindelof & Bird & Jeff Jensen, “Tomorrowland” promises to take audiences on a thrill ride of nonstop adventures through new dimensions that have only been dreamed of.

The film also stars Hugh Laurie as brilliant scientist David Nix, Raffey Cassidy, Tim McGraw, Kathryn Hahn, Keegan-Michael Key and Thomas Robinson.

“Tomorrowland” is produced by Damon Lindelof, Brad Bird and Jeffrey Chernov and directed by Brad Bird, with John Walker, Bernard Bellew, Jeff Jensen and Brigham Taylor serving as executive producers. “Tomorrowland” opens in theatres on May 22, 2015.

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