



# THE PRODUCTION POST

The World's Leading Fun Science Show Provider

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## MOVIE MAGIC LAUNCHES FLAGSHIP SHOW

NIAGARA FALLS



NEW YORK

**Movie Magic: The Science Behind the Movies** debuted July 1st in front of an eager audience at the Festival Theater in Prospect Park, the nation's oldest state park. The response was overwhelming.

**Movie Magic** appeals to a wide demographic, inviting audiences to participate in each show and entertaining with the exciting results. Niagara Falls is a popular tourist destination for families and an ideal venue for a show like Mad Science Productions' latest blockbuster.



*"Your Mad Science Production was just terrific. We took our grandkids and they had the time of their life... they still haven't stopped talking about it. It was well-paced, affordable and fun for the entire family. This grandfather enjoyed it as much as our grandkids... I guess there's a little kid in all of us! Keep up the great work."*

— Edward J. Rutkowski, Assistant Deputy Minister, State of New York

### PARTY AND PROFIT WITH THE PANTHER!

The Pink Panther is celebrating his 40th anniversary this year, and will star in an all new feature film in 2005! You're invited to join the celebrations—and benefit from them! The Pink Panther is a central character in Mad Science Productions' new **Movie Magic** show. Leverage on the coming marketing exposure associated with the anniversary and film to attract visitors to your venue. Let the Pink Panther's "cool" rub off on you! Call Mad Science Productions today!

*"MGM Studios is excited to collaborate with Mad Science Productions on 'Mad Science Movie Magic'! The chance to bring Pink Panther and many other classic MGM Film Properties to life for young audiences around the world in such a creative and innovative show has been a wonderful opportunity, and we are looking forward to a long and successful creative relationship!"*

— George Wade,  
Executive Producer,  
MGM Consumer Products



Movie Magic is being widely booked in the United States, Canada and overseas for 2005... Don't get left out! Call soon!

**1-800-586-5231 ext. 120.**

### PERFORMING ARTS PARTNERSHIP READY TO BRING DOWN THE HOUSE!

Mad Science Productions has teamed up with the Brad Simon organization to bring **Movie Magic** to performing arts theaters across north America. Get ready to experience the magic... it's coming to a performing arts theater near you!

*"The Movie Magic theater show provides a great opportunity for children to learn about the behind-the-scenes technology of making movies while enjoying an interactive theatrical adventure. We look forward to bringing this show to venues across the country, starting in the fall of 2004."*

— Brad Simon, President, The Brad Simon Organization, Inc.



**Brad Simon Organization, Inc.**



## HARVESTING SMILES ACROSS THE CONTINENT

**Funky Farmworks** is currently playing to great acclaim at such venues as Six Flags™ Wyandot Lake, Six Flags™ Elitch Gardens, Delaware State Fair, Sweetwater, the Canadian National Exhibition, Permian Basin Fair & Expo, and Bayfest. Want the show at your park or fair next year?

**Call now! 1-800-586-5231 ext. 120.**



# MOVIE MAGIC PREMIERES AT SIX FLAGS™ SPLASHWATER KINGDOM

## Movie Magic: The Science Behind the Movies

is an exciting, live, and interactive stage show that gives young audience members a chance to become sound mixers, lighting operators, cameramen, gaffers, special effect operators, and of course, actors and directors in favorite Hollywood films like *Legally Blonde*, *Agent Cody Banks*, *Pink Panther* or *Rocky*! With the help of our intrepid friends Professor Pruvitt and Crash, the audience will bring a movie set to life with every hilarious moment caught on film. What better way to learn Hollywood's secrets than to brave the challenge and share the wonder of Movie Magic!

**Movie Magic** has enjoyed tremendous theme park sales worldwide and is selling well for the coming 2005 season. The show offers pre- and post-show walkabouts and photo opportunities, while at the same time giving every child a chance to live their dream of becoming the star of the show!

## LAKE GEORGE • NEW YORK THE GREAT ESCAPE & SPLASHWATER KINGDOM

A Six Flags® Theme Park

Life should be fun.



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*"As always, I was overwhelmed by the customer service, professionalism and courtesy of everyone I've worked with at Mad Science. You all should be very proud of the exceptional reputation you have earned at the Great Escape. In addition, I have already received many compliments from the schools and other guests who visited the show."*

— Brandi Gilbert, Education and Special Event Coordinator, Six Flags™ Splashwater Kingdom

## A message from Jill Cooperman

*We tend to take our jobs for granted... Every now and then, it's healthy to stop and reflect how fortunate we are to work in an industry whose primary focus is on both entertaining and educating. I am thrilled to work for a company whose purpose is to provide children with a spectacular science experience, entertaining them while sparking their imagination.*

*In our business, we must constantly reinvent ourselves and our products in order to keep our audiences' attention: from refining existing shows to developing new, innovative entertainment products that ensure our services leave you as thrilled as our audiences, Mad Science Productions is hard at work... and loving it.*

*Jill Cooperman*



[www.madscience.org/stageshows](http://www.madscience.org/stageshows)