



***Dream Big* Social Media Videos**

Sample social media and website copy to use with these videos to promote *Dream Big*.

1 – Meet Fredi Lajvardi

https://youtu.be/odW7BG_OPZY?list=PLKK8aLzqhSIWtltgXaOXHaynSMHVg_G9x

Social media post:

Come play with Science Teacher Freddie Lajvardi as he inspires his students to DREAM BIG in @MacGillivray Freemans latest giant screen film, @DreamBigFilm. Tell us about a teacher that inspired you and come see #DreamBigFilm, opening worldwide on February 17, 2017

Website copy:

Fredi Lajvardi is the science and robotics club teacher at Carl Hayden High School in Phoenix who has inspired students to pursue degrees and careers in engineering for decades by making engineering fun. His full story is told in *Dream Big: Engineering Our World*, which premieres in giant screen theatres February 17, 2017.

2 – Falkirk Wheel

https://youtu.be/yBm2rz_YaKw?list=PLKK8aLzqhSIWtltgXaOXHaynSMHVg_G9x

Social media post:

In the new Giant Screen movie, @DreamBigFilm, you'll flip over engineering innovations like the Falkirk Wheel in Scotland that solve problems in ingenious yet simple ways. Tell us, what's an engineering marvel that you use daily? Check out #DreamBigFilm, opening February 17, 2017.

Website copy:

Dream Big: Engineering Our World highlights modern innovative engineering marvels like the Falkirk Wheel in Scotland, which has replaced an antiquated lock system with an energy efficient and speedy solution. The film premieres on the giant screen starting February 17, 2017.

3 – How Kids Engineer a Bridge

https://youtu.be/OASLVjFByn0?list=PLKK8aLzqhSIWtltgXaOXHaynSMHVg_G9x

Social media post:

The ideas of tomorrow's engineers are in the minds of the children of today! See how problem solving evolves in @the latest giant screen movie, @DreamBigFilm! Tell us, how would you get the truck across the bridge?

Website copy:

The ideas of tomorrow's engineers are in the minds of the children of today! *Dream Big: Engineering Our World* explores how problem solving evolves from the dreams of the young to the life changing structures, processes and inventions of today. The film opens in giant screen theatres worldwide on February 17, 2017.

4– SpaceCam

https://youtu.be/JKCwqsNlewM?list=PLKK8aLzqhSIWtItgXaOXHaynSMHVg_G9x

Social media post:

Explore how filmmakers engineered the “SpaceCam” to solve a problem – how to make people feel like they are flying when they watch a movie. They did a pretty good job! Get the experience in @DreamBigFilm and tell us your favorite SpaceCam shot!

Website copy:

Explore how filmmakers engineered the “SpaceCam” to solve a problem – how to make people feel like they are flying when they watch a movie. Aerial cinematography using the “SpaceCam” has been featured in over 15 of MacGillivray Freeman's giant screen films, including *Dream Big: Engineering Our World*, which premieres globally on February 17, 2017.

5 –Shanghai Tower

https://youtu.be/-gi6jS5AivY?list=PLKK8aLzqhSIWtItgXaOXHaynSMHVg_G9x

Social media post:

Live above the clouds and learn how engineers used a simple twist to fool the wind in @DreamBigFilm. See it in theatres starting February 17, 2017 and tell us what you like best about this tower that's a city within a city.

Website copy:

MacGillivray Freeman's *Dream Big: Engineering Our World* showcases engineering marvels like the Shanghai Tower, all on the giant screen. It premieres globally on February 17, 2017.

6 – IMAX® Solido 3D Camera

https://youtu.be/1OnCCp18-1k?list=PLKK8aLzqhSIWtItgXaOXHaynSMHVg_G9x

Social media post:

How does @MacGillivray Freeman get those amazing 3D shots that fill the entire giant screen? With the IMAX Solido camera, an engineering marvel in its own right! Experience the immersive 3D in @DreamBigFilm, premiering on February 17, 2017.

Website copy:

The IMAX Solido camera captures the highest quality 3D images for the giant screen and is one of only 3 in the world. MacGillivray Freeman Films used this engineering marvel to shoot *Dream Big: Engineering Our World*, which premieres February 17, 2017 worldwide.