**DRAFT: Launchpad – Planetarium Release BIRTH**

The following release template may be adapted for media distribution and/or marketing purposes by planetariums showing *Birth of Planet Earth* as part of LaunchPad. The planetarium’s logo or visual symbol should be placed at top of page.

FOR IMMEDIATE RELEASE Contact: [Planetarium Contact]

[phone number]

**[PLANETARIUM NAME] DEBUTS *BIRTH OF PLANET EARTH*, A FIVE BILLION YEAR JOURNEY**

**TRACING THE ORIGINS OF OUR SOLAR SYSTEM TO THE FORMATION OF OUR WORLD**

[CITY/STATE IN ALL CAPS] – [date] – [Planetarium Name] announced today its debut of [*Birth of Planet Earth,*](https://shows.es.com/Shows/BirthOfPlanetEarth)a 27-minute cinematic journey back some 5 billion years ago to the origins of our planet, answering questions about how Earth formed, evolved and came to support a bounty of life today. Produced by Spitz Creative Media, a Cosm company; NCSA’s Advanced Visualization Lab (AVL); and Thomas Lucas Productions, Inc., in association with Tellus Science Museum, the science documentary runs [for a limited time or specific time frame] and is appropriate for all ages.

“We are thrilled to feature a captivating new show that will take audiences on an incredible expedition returning to the formation of our solar system and planet Earth,” said [Planetarium Spokesperson]. “Going back billions of years, we see how the story of Earth begins with the massive giant spiral galaxy, the Milky Way, and the turbulent birth of our solar system. At a time when we all can appreciate an escape, this show is sure to deliver a great experience for fans of adventure and spectacle. We invite our guests to join us at the planetarium to experience this one-of-a-kind experience for themselves.”

*Birth of Planet Earth* tells the story of our home planet, answering the age-old question: how did our planet come to support life? Going back billions of years to the Milky Way galaxy, the giant screen science documentary employs advanced data-driven, cinematic-quality visualizations to explore some of the biggest questions in science today: How did we become a living planet, and what does history tell us about finding other life in the universe among a billion other Earth-size planets scientists believe exist today? The documentary explains what it took to achieve Planet Earth’s wonder – and how the aftershocks of a supernova, the violence of Jupiter, a chance collision with the proto-planet Theia, the gift of a moon, and water combined to make life possible.

According to Director Thomas Lucas, “Birth of Planet Earth allows us to successfully fuse high-end animation techniques from the team at Spitz Creative Media with supercomputer-produced scientific visualizations from the AVL.”

The show is narrated by Richard Dormer, actor, playwright and screenwriter best known for his roles as Beric Dondarrion in the HBO television series *Game of Thrones* and Dan Anderssen in Sky Atlantic’s *Fortitude*, he also starred in the popular TV series *The Watch* and *Cobra*.

[Planetarium Name] is located at [address] in [city]. For information on tickets and showtimes, visit [website] or contact the planetarium at [phone number.]

[Additional Planetarium description, e.g., founding, mission, capabilities, if needed.]

**About Cosm**,

Cosm is a global technology company that redefines the way the world experiences content across three primary markets: Sports and Entertainment, Science and Education, and Parks and Attractions. Cosm Companies include Evans & Sutherland, Spitz, Inc., and Cosm Immersive with 200 employees worldwide.

About Evans & Sutherland

[Evans & Sutherland](https://www.es.com/) (E&S), a Cosm Company, is a leading software and display technology company, with a 70-year legacy of providing spatial computing and immersive rendering software, projection and LED screen technology, and full dome theater systems.