**DRAFT: Launchpad – Planetarium Release MARS**

The following release template may be adapted for media distribution and/or marketing purposes by planetariums showing *Mars: One Thousand One* as part of LaunchPad. The planetarium’s logo or visual symbol should be placed at top of page, above the headline.

FOR IMMEDIATE RELEASE Contact: [Planetarium Contact]

[phone number]

**[PLANETARIUM NAME] DEBUTS MARS: ONE THOUSAND ONE, A THRILLING NEW SHOW**

**THAT TAKES AUDIENCES ON A FANTASTICAL JOURNEY TO THE RED PLANET**

[CITY/STATE IN ALL CAPS] – [date] – [Planetarium Name] announced today its debut of [*Mars: One Thousand One*](https://shows.es.com/Shows/Mars1001/), a 32-minute, riveting journey aboard IRIS 1, the first manned mission to the Red Planet. The show, produced by Evans & Sutherland, a Cosm Company, and Mirage3D, is now showing [for a limited time or specific time frame] and appropriate for all ages.

“We are thrilled to share a captivating new show that will take audiences on an incredible expedition to Earth’s closet planetary neighbor, Mars,” said [Planetarium Spokesperson]. “The show brings to life a brave international crew’s mission as they travel through space on a magnificent, thrilling, and sometimes harrowing race to be the first humans to land on Mars. The film showcases a genre of fantasy entertainment so many of us are craving right now. We invite our guests to join us at the planetarium to experience this one-of-a-kind feature for themselves.”

A journey through space and time, *Mars: One Thousand One* is a fictional account of the IRIS 1 first manned mission to Mars. Viewers will enjoy a front-row seat as they experience an unprecedented 1,001-day expedition, encountering the challenges and adventure of space travel. After spending nearly seven months navigating to Mars, the crew successfully lands and conducts a number of experiments to learn if life on Mars is a possibility before splashing down and welcomed home by an elated world. Audiences are treated to a visual spectacle, going inside the spaceship as it traverses the universe, as they witness the effects of artificial gravity on the crew and even dodge a solar storm that threatens the expedition’s trek towards Mars.

*Mars: One Thousand One* was written by Robin Sip, Director of Show Production & Content at Evans & Sutherland. He is founder and CEO of Mirage3D and an award-winning pioneer in special venue 3D cinema. Most recently he received the International Planetarium Society’s Technology & Innovation Award 2020 for his innovative use of full dome film.

“Since the beginning of unmanned expeditions to Mars in 1976, I’ve been fascinated by the idea of one day sending a manned crew to the Red Planet,” said Sip. “In writing and producing *Mars: One Thousand One,* I wanted to bring to life my vision of a successful expedition to Mars, complete with the potential hazards of space travel as well as the human emotions that an astronaut might experience aboard a historic mission. I’m excited that planetarium guests will experience this show at a time when we can benefit from a bit of escapism.”

[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.