



Let's Start Dreaming Big and Make 2017 the Year of the Engineer!

MacGillivray Freeman Films is pleased to announce exciting new details about the upcoming *Dream Big* film and education project. This is a unique opportunity for exhibitors to be part of a full-blown campaign that will get people thinking about engineering in a new way!

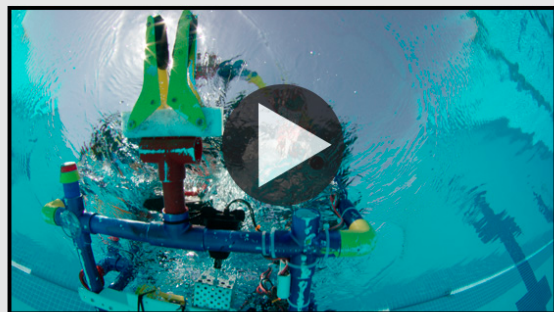
New Film Footage

The MFF production team has been filming all spring and has new footage to share!

Check out our new [promo video](#) with shots of the **Great Wall of China**, the ultra-modern **Shanghai Tower**, **Stinky the Robot's** underwater pool challenge, and our two lead film characters—**Menzer Pehlivan** and **Angelica Hernandez**

—young women engineers originally from Turkey and Mexico. Filming will continue this summer in France (Millau Bridge), Italy (Venice canals), China (aerials of Shanghai Tower and the Great Wall), Dubai (The Burj) and Los Angeles (the Hyperloop). *Dream Big* is dedicated to inspiring a new perspective

WATCH OUR NEW SIZZLE REEL



on engineering--and celebrating the engineers who are creating a more sustainable future.

Film Launch Scheduled for Engineers Week

Dream Big will premiere on **February 17, 2017** to coincide with [Engineers Week](#) (Feb. 19 to 25), an annual, nationwide week-long celebration of engineering coordinated by the award-winning organization [DiscoverE](#) and hosted by museums and science centers across the country. Engineers Week and DiscoverE programs have in fact been replicated all over the world, on every continent except Antarctica! This gives exhibitors **a national platform for launching the film** along with vastly increased exposure and marketing/PR tie-ins.



More Than a Film—Massive Outreach Campaign Will Expand Audience

Dream Big has been selected as the official media partner for Engineers Week, which means that **DiscoverE** and other partners, including **15 engineering societies with 800,000 active member engineers**, will be looking for ways to integrate *Dream Big*—and your giant-screen theatre—into their programming next year. These engineers are passionate about getting kids and families excited about engineering, and they will bring powerful resources to your PR and outreach programs. In fact, working with these local engineers to spread the word about the film is one of the best marketing tools you can use.

What does this mean for you?

You get a national platform for launching the film, increased exposure and built-in resources for your film launch.

What Can Local Engineers Do For Your Launch (and Throughout the Year)?

- Help plan an Engineering Festival for the film's opening
- Reach out to other engineers and diverse audiences
- Promote the film to their members and corporate associates
- Be guest speakers for lecture series
- Volunteer at museums

- Host special events or receptions associated with the film
- Provide resources of all kinds

Connect Now With Engineering Societies



Organizations like the [American Society for Civil Engineers](#) (ASCE), the [National Society of Black Engineers](#) (NSBE) and the [Society for Women Engineers](#) (SWE) are lining up

to get involved in your market. We've hired a **full-time outreach coordinator from DiscoverE** who will connect your museum and science center with local engineers—so you can start planning your outreach program NOW. Please contact Gwen Hearn at gwen@discovere.org. She's looking forward to starting a conversation with you.



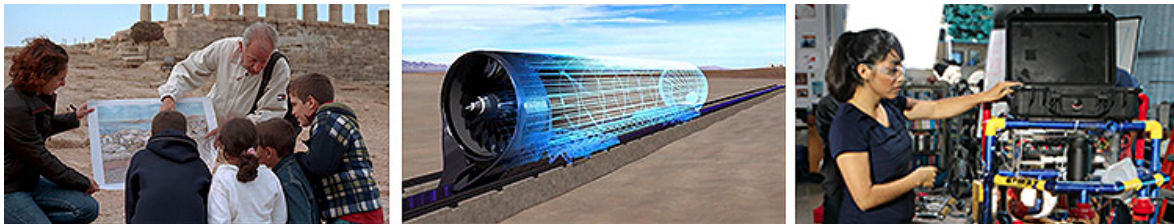
Materials To Get You Started

The *Dream Big* team is working hard to complete a set of guides that will include ideas, activities and materials for you to use at your museum and theatre, and with educators and engineers in your community. These will be available by November 1st and will include:

- **50+ Engineering Activities Booklet**—Contains more than 50 of the best hands-on engineering activities curated from top museums and engineering organizations. Theatres can use these to program fun family weekends and live education programs.
- **Interactive Exhibits**—Museums will receive plans for three interactive design-challenge exhibits that can be produced for maker/tinker spaces.

- **Museum Programming Guide**—Shows museums how they can integrate *Dream Big* into all aspects of their programming and includes ideas for flagship programs like Engineers Week, an Engineering Family Day, a Dream Big Fab Lab, Girls Night Out/Mentor Program, and year-round tie-ins for Maker Faires, Earth Day, Boys and Girl Scout events, among others.
- **Community Guide**—Full of ideas and contacts for how engineering societies can work with museums on education outreach initiatives to grow audience for the film.
- **Educator Guide**—Twelve lesson plans (K – 12) and activities for school visits that support NGSS.
- **Educational Videos**—More than 10 educational videos and social media “viral” videos—including VR—for marketing and educational use.

Rough Cut Preview at the GSCA Conference in Toronto



We look forward to dreaming big with you in the coming months!
Please reach out if you have any questions about this far-reaching project.

DREAM BIG is produced in partnership with the American Society of Civil Engineers and presented by Bechtel Corporation. ASCE is also the Educational Chair, and Bechtel Corp. is also the Corporate Sponsor, of Engineers Week.



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