



LOVELAND LIVING PLANET  
AQUARIUM

# Live Penguins to “Autograph” Megaplex Movie Posters at Loveland Living Planet Aquarium

*Premiere Penguins Prize Package Offered to Celebrate the  
Penguins of Madagascar Opening at Megaplex Theatres*

**SANDY, UTAH (November 25, 2014)** – Live penguins at the Loveland Living Planet Aquarium are scheduled to “autograph” Megaplex movie posters of the *Penguins of Madagascar* to celebrate the Thanksgiving weekend opening of the movie at all Megaplex Theatres locations in Utah and Nevada.

The media is invited to attend the penguins’ autograph party as the penguins use their feet to paint atop the official movie posters in honor of their animated Hollywood cousins.

“We are thrilled to partner with our friends at the Loveland Living Planet Aquarium to help draw attention to the amazing work they do in conservation and education within our community,” said Blake Andersen, president of Megaplex Theatres. “The *Penguins of Madagascar* is an adorable animated feature that is perfect for families to enjoy the holiday weekend.”

An autographed movie poster will be included in a premiere prize package offered by the Loveland Living Planet Aquarium and Megaplex Theatres. To enter, guests are invited to visit the Loveland Living Planet Aquarium and the Megaplex Theatres Facebook pages and follow the instructions.

Winners will receive the following items:

- Family 4 Pack of Megaplex Movie Passes to *Penguins of Madagascar*, along with popcorn and drinks
- Family 4 Pack to Visit Loveland Living Planet Aquarium
- Family 4 Pack for Mountain America Credit Union Penguin Encounter at Loveland Living Planet Aquarium
- \$50 Visa Gift Card from Mountain America Credit Union
- Exclusive *Penguins of Madagascar* Studio Prize Package
- Penguin “autographed” Megaplex Movie Poster
- Letter of Authenticity by Loveland Living Planet Aquarium

## **Media Opportunity**

**WHAT:** Live Penguins Movie Poster “Autograph” Session  
**WHEN:** Tuesday, November 25, 2014 from 2:00 p.m. to 3:30 p.m.



**WHERE:** Loveland Living Planet Aquarium  
12033 S. Lone Peak Parkway, Draper UT 84020

### **About Penguins of Madagascar**

Super spy teams aren't born...they're hatched. Discover the secrets of the greatest and most hilarious covert birds in the global espionage biz: Skipper, Kowalski, Rico and Private. These elitists of the elite are joining forces with a chic undercover organization, The North Wind. Led by handsome and husky Agent Classified (we could tell you his name, but then...you know). Together, they must stop the villainous Dr. Octavius Brine, from destroying the world as we know it. *Penguins of Madagascar* is a computer-animated action comedy film produced by DreamWorks Animation and distributed by 20th Century Fox. It a spin-off of the Madagascar film series.

### **About the Loveland Living Planet Aquarium**

The Aquarium is a tax exempt 501(c)(3) nonprofit organization. The Aquarium's mission is to inspire people to explore, discover and learn about Earth's diverse ecosystems. Advance tickets and memberships may be purchased online at [www.thelivingplanet.com](http://www.thelivingplanet.com). Ticket sales help support the Aquarium's mission. The Loveland Living Planet Aquarium is located at 12033 South Lone Peak Parkway in Draper, Utah

### **About Megaplex Theatres**

Megaplex Theatres currently operates 17 locations across Utah and southern Nevada with a total of 179 screens, including four IMAX screens as well as a strategic partnership with the Mammoth Screen at Thanksgiving Point in Lehi. Two new Megaplex entertainment complexes are currently under construction or in development. The Megaplex Theatres at Geneva in Utah County will open in 2015 and be followed later by the Megaplex Theatres at Cottonwood in Salt Lake County. Upon completion, both complexes will feature IMAX screens along with additional digital auditoriums, full-service Café Megaplex food courts, D-Box Motion Seats, private event spaces and other amenities.

Founded by the late Larry H. Miller, Megaplex Theatres are frequently among the top grossing in the nation and recognized as Utah's favorite movie theatres. In addition, Megaplex Theatres feature regular and large-format movie screens, dinner and a movie gift options, conference and auditorium rental and an industry-leading guest services team. Megaplex Theatres showtimes and other group information may be found on the web at [www.MegaplexTheatres.com](http://www.MegaplexTheatres.com) or by calling (801) 304-4636. Guests are also invited to follow their favorite films on Facebook at [www.facebook.com/MegaplexTheatres](http://www.facebook.com/MegaplexTheatres) and on Twitter @MegaplexTheatre.

--[MegaplexTheatres.com](http://MegaplexTheatres.com)--

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