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Helena to Host First Major Worldwide Hollywood Film Premier for *CALL OF THE WILD 3D*

(HELENA) — Coming Soon to Montana’s Capitol City...Helena’s first Hollywood worldwide premiere.....brought to you in 3D! ***CALL OF THE WILD 3D***, a re-telling of Jack London’s classic novel *Call of the Wild* will premiere exclusively at the Cinemark Theatre in Helena on Wednesday, June 10th.

Thanks to Vivendi Entertainment, Cinemark Theatres, and the Montana Department of Commerce Film Office, this special event is coming to Helena. Special guests include the film’s star, Christopher Lloyd – famous for his role as Doc Brown in the *Back to the Future* film series, and director Richard Gabai – know for his prolific family films.

“Montana’s Big Sky belongs on the big screen. What better place to premier ***CALL OF THE WILD 3D*** than right here in Montana’s Capitol City,” said Governor Brian Schweitzer. “Fourteen Montanans were employed through the filming of this movie and over 30 Montana businesses in Helena, Lincoln, Phillipsburg, Missoula and Kalispell directly generated business as a result.”

The ***CALL OF THE WILD 3D*** was shot in Montana in 2007, on location in Helena, Lincoln, and Phillipsburg. The Montana Department of Commerce Film Office first introduced the filmmakers to the state in 2006 and by the winter of 2007, cameras were rolling on the quaint streets of Lincoln and Phillipsburg. Montana’s own Race to the Sky and stunning mountains became the perfect backdrop for this updated take on Jack London’s classic sled dog tale.

After filming here, director Richard Gabai can’t wait to get back to the Treasure State. “I loved Montana and its people, and I am looking forward to returning with my family to

say hello to old friends, make new ones, and share our film with the people that helped made it happen,” said Gabai.

CALL OF THE WILD 3D is one of many film and commercial projects to choose Montana as a filming location, due in part to the Big Sky on the Big Screen Act tax incentives spearheaded by Governor Schweitzer in 2005.

“This major motion picture features Montana’s majestic scenery and charming towns for audiences around the world,” said Anthony Preite, Director of the Montana Department of Commerce. “The State of Montana is committed to helping attract more films like **CALL OF THE WILD 3D**. Projects like these bring millions in new dollars to our state and put Montana’s Big Sky on the big screen for everyone to see.”

When Cinemark’s President & COO, Tim Warner, born and raised in Butte, Montana, was introduced to the idea of hosting this premiere event in Helena’s Cinemark 8 theatre, he decided to install a digital 3D projector. Now, Montana’s Capital City will have the latest Real D 3D technology for the premiere of **CALL OF THE WILD 3D** and for many movies to come.

“Cinemark is pleased to be the first movie theatre company to offer the 3D experience to Helena and the surrounding communities,” said Warner, who currently has a home in the Bozeman area. “Hosting this red-carpet film premier is the perfect inaugural event to showcase the 3D technology to our patrons.”

Tom O’Mally, President of Vivendi Entertainment, is thrilled to help premier the film for communities that have shown great enthusiasm and support for the project. “We could not be more excited to present **CALL OF THE WILD 3D** in Montana where it all began. The gracious hospitality of Montana and its residents coupled with Cinemark USA’s amazing 3D venue have allowed us the unique opportunity to premiere our heartwarming family story inspired by the Jack London classic.”

The special premiere event will take place at the Great Northern Town Center in Helena. The afternoon will kick off with a special family event for selected children and their families at Helena’s famous Carousel and Painted Pony Ice Cream Shop featuring Montana-made Wilcoxson’s Ice Cream. The stars, director, and producer of the film will attend along with special guests Anthony Preite, Director of the Montana Department of Commerce, Tom O’Mally, President of Vivendi Entertainment, and Greg Herman, Region Leader of Cinemark Theatres. The premiere event is by invitation only, but film director Richard Gabai will officially open the film to the public in Helena on Thursday, June 11th. The film will open statewide, Friday, June 12th at theaters with 3D capability. Mark your calendars for this special family film and make sure to see **CALL OF THE WILD 3D**, brought to you first here in Helena, Montana!

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