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World Cinemax Productions, Inc. Wins Prestigious Brass Ring Award

- Design by Christian Memmott
- Copy by Roger Memmott

WILLOWS, CA (Nov. 12, 1996) — World Cinemax Productions, Inc. (“WCP”), was recently honored with the prestigious Brass Ring Award by the International Association of Amusement Parks and Attractions (IAAPA) for its media kit

This award is a testament to all the hard work of the father/son team, Roger and Christian Memmott, in behalf of World Cinemax Productions’ latest site-specific theater and large-format motion picture: *Zion Canyon – Treasure of the Gods*. In developing the original concept for design and copy, Creative Director of WCP, Inc., Christian Memmott, said, “The idea was to mirror the ancient and exotic look of this unique motion picture attraction to enhance our marketing efforts, and this award is a confirmation that we achieved it.”



The WCP marketing team has developed an eye-catching, informative, and exciting kit of brochures, press releases, DVDs, and educational material to drive WCP’s marketing efforts and increase visitors to the site in Zion Canyon National Park. The motion picture is a large-format (IMAX), site-specific film that gives viewers a “you-are-there” experience. The screen is six stories high and the movie chronicles the history of Zion National Park, from the Anasazi culture to the nineteenth century discovery of Zion Canyon to the present.

The award-winning media kit highlights every aspect of the attraction: from Spanish conquistadors defeating the great Indian nation to hiking present-day Zion Canyon to rappelling into slot canyons and encountering a flash flood. The marketing kit ensures visitors that a visit to Zion National Park as a witness to *Treasure of the Gods* will not disappoint.

About World Cinemas Productions, Inc.:

World Cinemax Productions, Inc., developed and filmed the first ever site-specific theater and motion picture on the south rim of the Grand Canyon (*Grand Canyon – The Hidden Secrets*), which opened in 1986 and still plays today. Planned attractions for the future include a site-specific theater and film at Pier 39 in San Francisco.

About the International Association of Amusement Parks and Attractions (IAAPA):

IAAPA is the largest international trade association for permanently situated amusement facilities worldwide. The organization represents over 5,000 facility, supplier, and individual members from more than 85 nations, including most amusement parks and attractions in the United States. IAAPA strives to help members improve their efficiency, marketing, safety, and profitability while maintaining the highest possible professional standards in the industry.