



## **BIGGEST SOLAR CHALLENGE TO HIT THE BIGGEST SCREENS IN WORLD PREMIERE**

**Adelaide, Australia. Wednesday February 15 2017**

In its 30<sup>th</sup> year, the Bridgestone World Solar Challenge (BWSC) is about to be celebrated on a global stage of a different kind - IMAX® giant screens – for its shining role in the new film *'Dream Big: Engineering Our World'*.

The film, which will premiere at the Smithsonian National Air and Space Museum, Washington DC on Wednesday 15 February, celebrates human ingenuity behind incredible engineering feats, big and small. From the world's tallest building, to earthquake proof engineering, bridges to prosperity and underwater robots, the world's largest solar-powered car race across outback Australia, is in elite company. With spellbinding giant-screen visuals, *Dream Big* tells inspiring stories of creating better lives for people and a more sustainable future for us all.

South Australia's Minister for Tourism, Leon Bignell, said film was terrific for the Bridgestone World Solar Challenge and South Australia.

"The adventure and scale of this Challenge, with our iconic landscape and wildlife featured on the world's biggest screens, is a powerful way to connect with a projected audience of 10 to 15 million people around the world, starting in the United States," Minister Bignell said.

"The premiere is well-timed, with South Australia featuring in Lonely Planet's Top 10 regions to visit in 2017 and international visitor numbers at an all-time high. International Visitor Survey Results ending September 16 show US visitor growth up 49% and spend up 68%. It's a perfect way to position South Australia internationally.

"We look forward to welcoming the solar cars back to Adelaide this year and hope audiences around the world enjoy the film."

BWSC Event Director Chris Selwood said when filmmaking team at MacGillivray Freeman Films first approached the event in 2015 it was clear from the outset we shared similar goals and philosophies. Billed as much more than a movie, the film is the first giant-screen film to answer the call of the STEM (Science, Technology, Engineering, Math) initiative, which aims to inspire kids of diverse backgrounds to become the innovators who will improve the lives of people and sustainability of our planet into the 21<sup>st</sup> Century and beyond.

"We were proud to have the MacGillivray Freeman crew with us on the road back in 2015. To be part of their story is incredible," Mr Selwood said.

"*Dream Big* follows the adventures of our youngest competitors, the high school solar team from Houston Mississippi, and their handmade car, 'Sundancer'. Undaunted by the level of technology and



budgets of other teams, Houston Solar Race team represent the true spirit of our event which is so much more than being first to cross the finish line.

“This same team and their car, led by their Captain Hunter Moore, will be travelling 892 miles from their hometown to Washington DC for the film premiere. Here, they’ll join fellow BWSC competitors University of Michigan, with their solar car Aurum, as part of a special display at the Lockheed Martin IMAX theatre entrance. I look forward to welcoming them at this auspicious occasion,” Mr Selwood said.

For all event details go to: [www.worldsolarchallenge.org](http://www.worldsolarchallenge.org)

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### **2017 Bridgestone World Solar Challenge (8-15 October) Media Background**

Celebrating 30 years this year, the world’s biggest solar challenge began in 1987 and is a 3,000 kilometre endurance adventure that occurs once every two years. The Bridgestone World Solar Challenge has become the world’s foremost innovation challenge with teams from around the world vying to become the first to deliver sustainable solar powered electric vehicles. This year marks the event’s 14th crossing of Australia.

In 2015, 47 entries from 25 countries were received with 42 teams taking to the start line in Darwin. The event had 1,500 participants and a global audience around 25 million. It generated more than 400 industry partnerships across energy, automotive, engineering, financial, material sciences and ICT sectors.

### **DREAM BIG – media background**

#### **Synopsis**

*Dream Big: Engineering Our World* is a first film of its kind for IMAX® and giant screen theatres that will transform how we think about engineering. From the world’s tallest building, to underwater robots and a solar-powered car race across Australia, *Dream Big* celebrates the human ingenuity behind engineering marvels big and small, and shows how engineers push the limits of innovation in unexpected and amazing ways. With its inspiring human stories and spellbinding giant-screen visuals, *Dream Big* also reveals the heart that drives engineers to create better lives for people and a more sustainable future for us all.

*DREAM BIG is a MacGillivray Freeman film in partnership with American Society of Civil Engineers, presented by Bechtel Corporation*

[www.DreamBigFilm.com](http://www.DreamBigFilm.com)