



NEWS RELEASE

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Disney's "The Little Mermaid" Returns to McWane's IMAX DOME

Birmingham, AL – Did you miss The Little Mermaid during its run in May? The staff at McWane's IMAX Dome is proud to announce the return of Ariel's incredible journey in the ocean and on land. Disney's "The Little Mermaid" returns to McWane's IMAX Dome Theater for one more weekend beginning **July 28th, through July 30th**. In this popular reimagining of the Disney classic, King Triton's youngest daughter, Ariel, is a beautiful and spirited young mermaid with a thirst for adventure. Longing to find out more about the world beyond the sea, Ariel visits the surface and falls for the dashing Prince Eric. Following her heart, she makes a deal with the evil sea witch, Ursula, to experience life on land.

During the May 2023 run of The Little Mermaid, McWane's IMAX Dome Theater was ranked the #1 standalone IMAX movie theater in the United States based off ticket sales. Altogether, McWane ranked #13 in the country among all IMAX brands. If you want an experience unlike any other, please visit our immersive IMAX Dome Theater and come see it for the first time or experience the journey once again with Ariel in The Little Mermaid.

About McWane Science Center

McWane Science Center started because of the merger of two Birmingham icons--the Red Mountain Museum and Discovery Place Museum. Together with government officials, multiple municipalities, private corporations and foundations, and some very dedicated individuals, McWane Science Center opened in the middle of downtown Birmingham on July 11, 1998. At the time of our opening, there was very little successful business downtown. In fact, the buildings around us were dilapidated and abandoned. McWane Science Center was to become the cornerstone of growth for our community. In addition, McWane Science Center was tasked with providing an educational environment that sparked a love of science and life-long learning in individuals of all ages, but particularly the children of our state.

Today, McWane Science Center is a nonprofit 501(c)(3) science center, children's museum, natural history museum, aquarium, and IMAX® Dome Theater featuring IMAX® with Laser projection technology. Designed to "spark wonder and curiosity about our world through hands-on science."



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