



# **NIAGARA TAKES FLIGHT:**

**BOARDING AUGUST 29**

MEDIA KIT

# NIAGARA TAKES FLIGHT

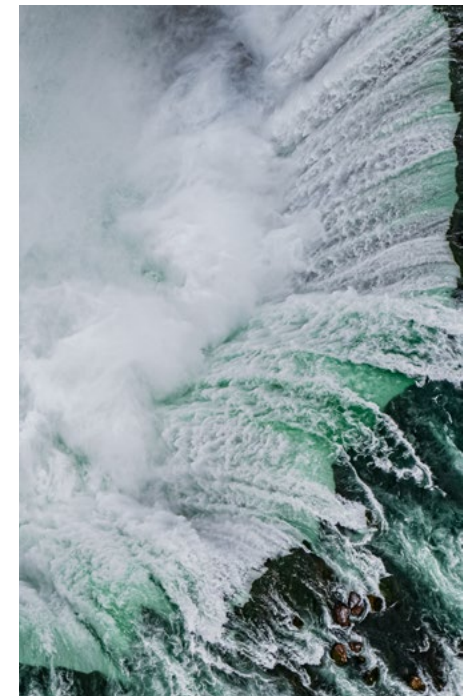
## OVERVIEW

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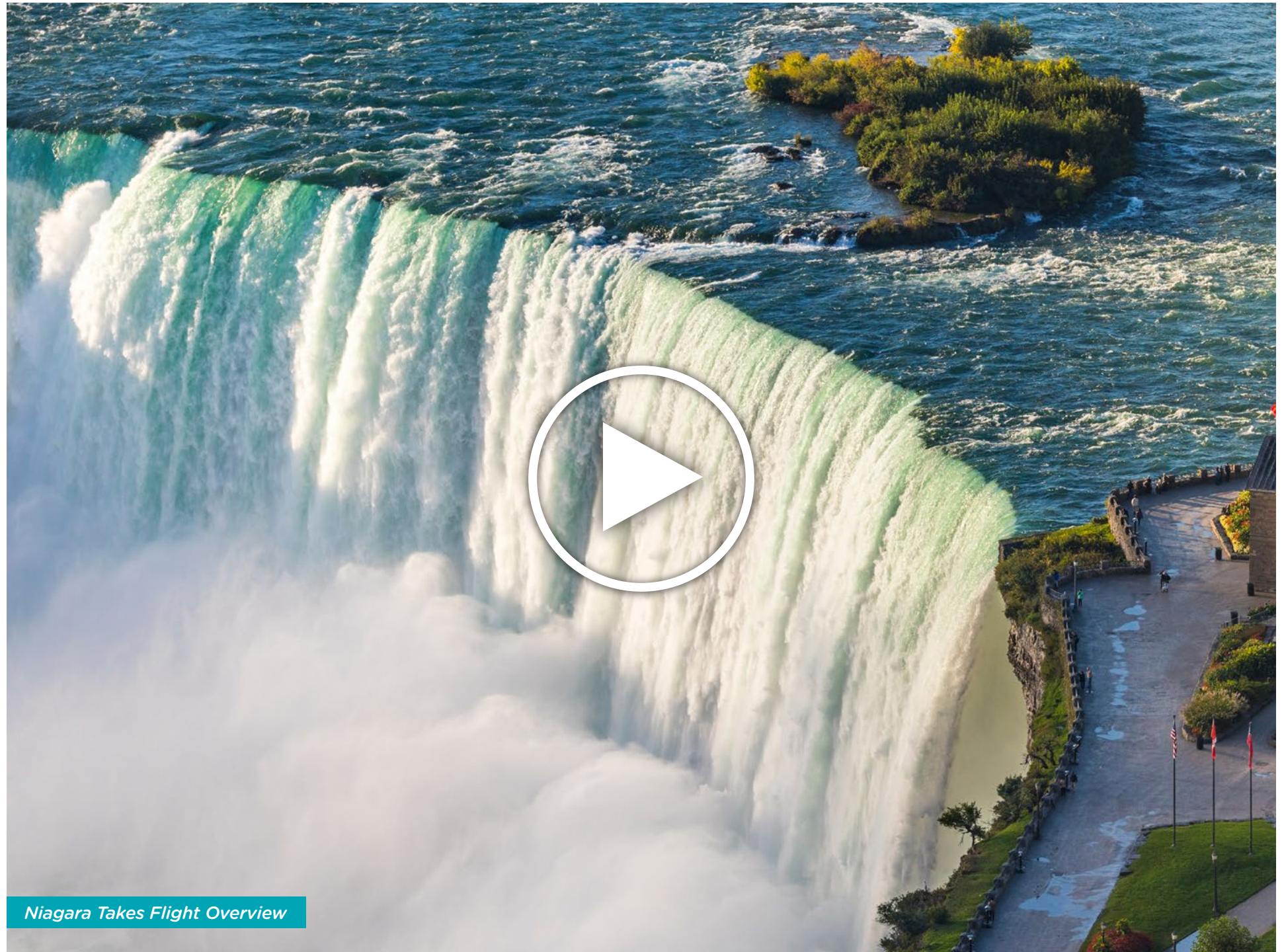
**Prepare for the adventure of a lifetime.** This brand-new, fully immersive flying theatre ride takes visitors to the skies for a breathtaking journey along the Niagara River corridor.

Guests will soar across all 56 kilometres of parkland, from Lake Ontario to Lake Erie, as breathtaking landscapes unfold beneath them. Gliding over swirling rapids and steep rock faces, past lush forests and through dramatic battles that changed the course of history, before getting closer than ever to the thundering Horseshoe Falls.

**YOU MAY HAVE BEEN HERE BEFORE,  
BUT YOU HAVE NEVER SEEN NIAGARA LIKE THIS.**







*Niagara Takes Flight Overview*





# ONTARIO'S FIRST FLYING THEATRE

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Thanks to cutting-edge technology and breathtaking aerial drone cinematography, visitors can see Niagara Falls through the eyes of a bird.

Cinematic footage captured year-round unfolds on a massive 17-metre (55 ft.) domed screen inside a state-of-the-art theatre. Motion-based seating and other sensory effects like wind, mist and scent come together to engage the senses and enhance the exhilarating illusion of free flight while guests soar through all four seasons.

**It's an incredible introduction to the destination for first-time visitors, and for those returning, it's an opportunity to see it all from a completely new perspective.**

“It takes visitors on a wonderful aerial roller coaster ride, showcasing a variety of hidden natural wonders that would be impossible to see any other way.

— Rick Rothschild, Creative Director, Niagara Takes Flight



## BEFORE YOU FLY

Prior to boarding, passengers will have the opportunity to explore 13,000 years of history through a captivating, media-rich pre-show spread across multiple rooms. This audiovisual experience sets the stage with powerful storytelling that blends geology, culture and time.

**IT'S MORE THAN A RIDE;  
IT'S A CELEBRATION OF NIAGARA,  
ITS HISTORY AND ITS PEOPLE.**



## EONS OF EROSION

As guests make their way in, they'll see Niagara Falls as it appeared thousands of years ago, constantly moving south, forever shaping the land and the lives of its people.

## THE ANCESTORS ROOM

Inside the Ancestors room, created in deep collaboration with members of Niagara's Indigenous communities, visitors are invited to gather 'round the fire as elders share stories passed down over millennia. This vibrant space was brought to life with stunning original artwork by Indigenous artist Sara General.

Sara General is Mohawk, Turtle Clan from Six Nations of the Grand River where she lives with her husband, three children, and pet turtle. Sara is a writer, artist, language learner, and researcher, and she holds a Doctor of Education from Western University. In addition to her work for Spirit & Intent, an Indigenous publishing company she co-founded to make language books for her community, Sara's work has been published by Rubicon Books, Kayak Magazine, Exile Quarterly, Theytus Books, and Hamilton Arts & Letters.

Learn more: [sarageneral.com](https://sarageneral.com)



## THE WATERFALL ROOM

Here, guests can discover many of the key cultural moments and industrial milestones that transformed Niagara Falls into one of the world's most iconic tourism destinations, all told through the voice of celebrated filmmaker and explorer, James Cameron.

## THE TRANSPORTER

Step inside the transporter, a one-of-a-kind chamber infused with historic artifacts. As the atmosphere shifts, begin your descent into the launch chamber, where we'll harness the power of water to propel guests into the sky!

## THIS FIRST-OF-ITS-KIND ATTRACTION

is a collision of nature and humankind—a thrilling and meaningful way for visitors to connect with the past, present and future of one of the world's most iconic destinations.





# MEET THE MAKERS

## BEHIND NIAGARA TAKES FLIGHT

Every step of this project was driven by passion, precision and creativity. We thank everyone involved for creating an experience that will captivate visitors from around the globe.



### NIAGARA PARKS PROJECT TEAM

**Marcelo Gruosso**, Chief Operating Officer  
**Ron Carpenter**, Director, Capital Works  
**Josie Massa**, Senior Manager, Visitor Experience  
**Missy Sauer**, Director, Retail and Attractions  
**Chris Giles**, Director, Communications and Marketing



### +VG ARCHITECTS

Tasked with transforming the former home of Niagara's Fury, +VG architects expertly balanced the functional requirements of the retail and attraction spaces with stunning modern design. They've continued to build on their transformative work in Table Rock Centre with another landmark contribution, the architectural design of Niagara Takes Flight.



### BROGENT TECHNOLOGIES

As global pioneers in the flying theatre space, the Brogent team brought a unique blend of cutting-edge ride equipment and immersive digital artistry. Their world-class technology elevates the experience at every touchpoint, seamlessly blending motion, visuals and more to transport audiences into the heart of Niagara.



### NOVA FILM

Nova assembled an exceptional crew who navigated an extremely ambitious timeline and some unpredictable weather. Through every challenge they remained steadfast and captured breathtaking footage that reflects the incredible power of nature.



### FORREC

The Toronto-based leaders in experiential design, FORREC played a vital role in shaping the thematic elements of Niagara Takes Flight. Their creative vision laid the conceptual foundation for the immersive and pre-show spaces, along with the stunning marquee that welcomes guests.



### GREAT LAKES SCENIC STUDIOS

With talent and precision, Great Lakes tackled the execution of the attraction's many unique thematic design pieces. From rugged rock formations to an Art Deco elevator complete with re-purposed artifacts from the park, Great Lakes Scenic Studios crafted an immersive indoor landscape for guests to explore.



### MERIT CONTRACTORS NIAGARA

Merit Contractors Niagara acted as the general contractor on the project, managing the complex construction process from start to finish, delivering their trademark detailed project management approach and expert craftsmanship at every turn.



### MULVEY & BANANI LIGHTING

Excellence and aesthetic sensitivity from Mulvey and Banani led to integrated lighting solutions that elevate every touch point. From dynamic, programmable features to subtle ambient accents, their designs guide focus, flow and feeling throughout the space.



### BRANCH AV

Branch AV delivered media-rich audiovisual solutions that far exceeded expectations. Through seamless floor-to-ceiling design integration, their immersive installations bring the story to life in unforgettable ways.

### SPECIAL THANKS

ECCO Electric • ED Films • EXP Engineering • Night Light Labs • Revered Cinema • Six Degrees • Yessian Sound



# CREATIVE DEVELOPMENT TEAM



## **RICK ROTHSCHILD, CREATIVE DIRECTOR**

With a legacy that includes three decades as a Disney Imagineer and creation of the world's first flying theatre Soarin', Rick provided expert guidance and an extraordinary vision for the Niagara Takes Flight experience.



## **MIKE QUIGLEY, FILM DIRECTOR**

Award-winning Canadian film director and aerial cinematographer, Mike Quigley brought his incredible eye and innate passion for the outdoors into every frame. His artistry and storytelling brought the Niagara region to life from new heights to give passengers a never-before-seen view.



## **RIO MITCHELL, PRE-SHOW DIRECTOR**

Rio Mitchell combined her wealth of experience from credits on successful flying theatres in Vancouver and Chicago with her dedication to rich and layered storytelling to make Niagara Takes Flight's pre-show something truly special. Her passion for working with Indigenous peoples to develop authentic and engaging experiences can be seen throughout.



## **GABRIEL KOCHER, HEAD PILOT & DIRECTOR OF AERIAL PHOTOGRAPHY**

With unmatched precision and instinctive skill, Gabriel took Niagara's story to new heights. Piloting a custom-built drone, roughly the size of a lawnmower, he soared along the brink of the Falls, over the Gorge and beyond, pushing the boundaries of aerial filmmaking with every scene.



## **INDIGENOUS WORKING GROUP**

**Tim Johnson**, Lead Curator

**Sara General**, Artist (Ancestors Room)

**Phil Davis**, Cultural Advisor, Curator and Musician

**Jennifer Dockstader**, Cultural Advisor and Voice Talent

**Fran Davis**, Cultural Advisor and Film Talent

This collective of educators, artists and cultural advisors were central to the development of Niagara Takes Flight. Through ongoing collaboration and dialogue, they ensured that Indigenous stories, perspectives and histories were represented with authenticity, respect and depth.

# GO BEHIND THE SCENES

Step behind the curtain to see how this immersive experience came to life. From cutting-edge technology and ambitious production schedules to hundreds of dedicated extras and the challenges of unpredictable weather, see how every element came together to launch this soaring adventure over Niagara Falls.

**CHAPTER 1 PRODUCTION**

**CHAPTER 2 HISTORY**

**CHAPTER 3 COMING SOON!**

# A TRANSFORMATIVE MOMENT FOR NIAGARA PARKS

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This \$25 million investment, fully funded by Niagara Parks' operating revenue, marks a bold and exciting addition to our flagship site, Table Rock Centre.

Realizing a project of this magnitude took the vision, dedication and collaboration of the entire Niagara Parks team. We extend our deepest thanks to our Commissioners, our staff and our partners in delivering an exceptional new attraction that we are proud to share with our guests. The support of our Minister of Tourism, Culture and Gaming, the Honourable Stan Cho, has also been instrumental and greatly appreciated.

It's more than a ride; it's a catalyst for meaningful tourism and a powerful boost to the local economy. Filmed with extraordinary care for the land and its stories, Niagara Takes Flight offers new perspectives and creates a deep appreciation for the world-renowned environmental and cultural heritage features that Niagara Parks has been entrusted to protect since 1885.

## PHOTO & VIDEO ASSETS

A comprehensive digital asset library, including design renderings, is accessible here:

[ASSET LIBRARY](#)

## CONTACT

For all media inquiries, please contact:

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and Marketing, Niagara Parks

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