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Great Ape Trust receives international film festival award

***Experience a New Reality* recognized at Houston International Film Festival**

Des Moines, Iowa – August 15, 2005 – The great apes brought home the gold. *Experience a New Reality*, a promotional video about Great Ape Trust of Iowa was recently presented a Gold Remi award for special effects and computer graphics at the 38th Annual WorldFest – Houston International Film Festival. WorldFest was founded 45 years ago as Cinema Arts, an International Film Society in August, 1961. WorldFest became the third competitive international film festival in North America, following San Francisco and New York. WorldFest is the oldest Independent Film & Video Festival in the World.

The 4 ½ minute program was produced by Great Ape Trust's communications department and Applied Art & Technology of Des Moines. The production includes an overview of the Great Ape Trust mission and an animated aerial tour of the research center's sprawling campus in southeast Des Moines.

Incorporating high-definition video, the narrated aerial tour begins in downtown Des Moines, travels along the Des Moines River and flies over the 230 acre campus before transitioning into the animated sequence. The animated tour shows the existing bonobo and orangutan scientific research laboratories and renderings of future facilities

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such as the *Primatarium* visitor center, a researchers' enclave, a gorilla research facility and a chimpanzee research lab. It took 21 computers more than three days to process the final animated sequence. Narration for the program was produced by Radio Garage Productions of Urbandale, IA.

This is the second honor this year for *Experience a New Reality*. In May, the video was presented an Award of Excellence for Corporate & Community Marketing by the Iowa Motion Picture Association. *Experience a New Reality* may be viewed on Great Ape Trust's nationally award-winning Web site, www.GreatApeTrust.org.

Great Ape Trust began as the Iowa Primate Learning Sanctuary in early 2002. In June of 2003, work crews began developing the former sand and gravel quarry near the Des Moines River. Located about five miles southeast of downtown Des Moines on 230 acres of lowlands, river forest and lakes, Great Ape Trust of Iowa will be the largest great ape facility in North America and one of the first worldwide to include all four types of great ape – bonobos, chimpanzees, gorillas and orangutans – for noninvasive interdisciplinary studies of their cognitive and communicative capabilities.

Great Ape Trust is dedicated to providing sanctuary and an honorable life for great apes, studying the intelligence of great apes, advancing conservation of great apes and providing unique educational experiences about great apes. Great Ape Trust of Iowa is a 501(c) 3 not-for-profit organization and is certified by the American Zoo and Aquarium Association (AZA). To learn more about Great Ape Trust of Iowa, go to www.GreatApeTrust.org.

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