

For Immediate Release



**FLYOVER LAUNCHES AWAKEN CANADA IN VANCOUVER FOR CANADA DAY
LONG-WEEKEND**

Flyover's newest immersive flying journey celebrates what 'Home' means to Canadians

Vancouver, BC (June 5, 2024): [Flyover](#), Vancouver's one-of-a-kind attraction that transports guests to the world's most iconic destinations, announces *Awaken Canada* – a new flying journey that captures the sights, stories and spirit of Canada. Debuting June 28 at Flyover in Vancouver, *Awaken Canada* will become the attraction's new anchor experience, further heightened following cutting-edge upgrades to the sound and projections systems.

"The original Canada flight ride was a beloved experience that left audiences wanting more; *Awaken Canada* builds on this legacy and celebrates Canada by showcasing its beauty and paying homage to its people," says Lisa Adams, COO and Executive Producer, Flyover Attractions. "*Awaken Canada* will become Vancouver's signature flying journey, replacing the original Flyover Canada experience after an incredible decade."

Awaken Canada celebrates Canada's beauty, diversity, and welcoming spirit by showcasing the country's spectacular landscapes from an entirely different perspective. During the experience, guests will soar above beautiful Baffin Island, through the sails of the historic Bluenose II, and across the expansive Prairies. They'll ascend Mt. Logan, explore the Athabasca Sand Dunes and accompany world-class athletes as they take on challenging terrain. Throughout the flight, guests will feel the unifying sense of home that defines this diverse nation.

"*Awaken Canada* evokes a sense of home, represented through Canada's vast and varied landscapes to its mosaic of humanity," said Adams. "The production integrated drone technology, along with its classic cinematic helicopter that explored parts of Canada that are home to remote Canadian communities. Locals and visitors alike will be wowed and amazed by this stunning new edition of a Canadian journey."

David Mossop, the film's writer and director, shared, "For many Canadians home is built upon an appreciation of many cultures coming together, an awareness of Canada's vast diverse landscapes, and a collective personality built on tenacity, kindness, and respect. Ninety-nine per cent of people will never get to see much of this huge country, especially the Arctic. We hope this visceral and expansive experience awakens a newfound reverence for, and connection to, the magnificent place we call home."

Flyover collaborated with [Parks Canada](#) for this production, ensuring the health and safety of all adventurers, communities, and wildlife. All filming requirements were fully respected, with all athletic feats performed by professionals.

Flyover is an immersive flying journey from global attractions and hospitality company [Pursuit](#), enabling guests to experience the thrill of flight while sitting suspended in front of a 65-foot spherical screen. The attraction utilizes flight motion seats engineered to swoop, dip and turn, giving guests a feeling of flight while a 65-foot spherical screen that provides guests with an unparalleled flight across iconic locations and natural landscapes. Flyover in Vancouver, which opened in 2013, was the first flight attraction for the brand, with attractions in Chicago, Illinois; Las Vegas, Nevada; and Reykjavik, Iceland debuting within the past five years.

Awaken Canada at Flyover in Vancouver, located at 999 Canada Place #201, will debut for the Canada Day long weekend, beginning June 28. The flying journey launches exclusively in Vancouver and will later be shown at Flyover locations around the world. For more information, and to purchase tickets, visit www.flyoverattractions.com.

Awaken Canada images can be found and downloaded [here](#).
Photo Credit: Pursuit Collection | Flyover

About Flyover by Pursuit

Flyover is an immersive experience of awe and wonder, transporting guests through the planet's most epic places through exhilarating flying journeys. The attraction utilizes flight motion seats engineered to swoop, dip and turn, giving guests a feeling of flight while a 65-foot spherical screen that provides guests with an unparalleled flight across iconic locations and natural landscapes. Special effects, including wind, mist and scents, to create an unforgettable entertainment experience. Owned and operated by Pursuit, the new Chicago location will mark the fourth Flyover attraction for the global attractions and hospitality brand, which also includes Flyover attractions in Las Vegas, Reykjavik, Iceland, and Vancouver, Canada. For more information about Flyover visit flyoverattractions.com.

About Pursuit

Pursuit is a global attractions and hospitality company that owns and operates a collection of inspiring and unforgettable experiences in iconic bucket list destinations. Pursuit's elevated hospitality experiences enable visitors to discover and connect with world-class attractions, distinctive lodges and engaging experiences in stunning national parks and renowned global travel locations, in addition to experiencing our collection of Flyover Attractions in the vibrant cities of Vancouver, Reykjavik, Las Vegas and Chicago. With a strategic direction to build an expanding portfolio of extraordinary travel experiences, Pursuit remains focused on delivering iconic, unforgettable and inspiring experiences in the world's best places. Pursuit is part of Viad Corp (NYSE: VVI). For more information visit www.pursuitcollection.com.

Media Contact

Jennifer Booth

Senior Manager, Pursuit

T: 587-228-4393

E: jbooth@pursuitcollection.com