## **TITANIC: THE COMPLETE STORY**

Timed to the 100<sup>th</sup> anniversary, HISTORY presents the entire story of the sinking of the Titanic

- HISTORY commemorates the 100<sup>th</sup> anniversary of the sinking of the Titanic in this indepth exploration.
- The classic special is back with brand new art and in sleek, slim packaging.
- Release timed to piggy back on media buzz surrounding the 100<sup>th</sup> anniversary as well as commemoration ceremonies and new HISTORY Titanic specials.
- Available in time for James Cameron's *Titanic* in 3-D theatrical premiere.
- An immersive experience touring the famed Titanic from bow to stern.
- Marketing support: 30 million estimated impressions
  - National TV cable campaign
  - Targeted Facebook ad campaign
  - Online banner ad campaign for top-entertainment and pop-culture sites
  - PR outreach to top 10 markets, online blogs and websites, and publications

## \*Art Not Final

SYNOPSIS To commemorate the 100<sup>th</sup> anniversary of the sinking of the Titanic, HISTORY is re-releasing the all encompassing TITANIC: THE COMPLETE STORY in a slim, sleek new packaging and with dazzling new art. This classic dives deep into what went wrong with the Titanic; why it sank, why the process was so rapid, and how it broke apart sending, 1500 men, women and children beneath the waves.

COMPLETE STORY

## **PRODUCT INFORMATION**

SRP: \$19.95, \$22.95 CAN FORMAT: DVD 2-PK PACKAGING: Amaray LENGTH: 300 min + GENRE: Documentary

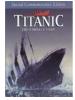
YEAR: 2002

LANGUAGE: English
COLOR: Yes
WIDESCREEN: Yes
AUDIO FORMAT: Stereo
UNITS PER CARTON: 30









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HISTORY

