NEWS RELEASE

Brand USA and MacGillivray Freeman Films present the ultimate adventure documentary “América Selvagem, Uma Aventura Pelos Parques Nacionais”

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SÃO PAULO, Brazil—MacGillivray Freeman’s new adventure documentary for IMAX® and giant screen theatres, “América Selvagem, Uma Aventura Pelos Parques Nacionais,”opens in Brazil this weekend on Aug. 13, 2016 at Cinépolis in JK Iguatemi Shopping Mall. The film, produced in association with Brand USA, the United States’ destination marketing organization, and presented globally by Expedia, Inc. and Subaru of America, Inc., and in Brasil by Hoteis.com, takes audiences on the ultimate off-trail adventure into the United States’ awe-inspiring great outdoors and untamed wilderness.

The 3D film is family friendly, narrated in Portuguese, and has a run time of 43 minutes. It will be screening for the next 12 Saturdays, until Oct. 23. Cinépolis in JK Iguatemi Shopping Mall is offering complimentary tickets, available by registering online at https://www.eventbrite.com.br/e/america-selvagem-uma-aventura-pelos-parques-nacionais-tickets-26764192420. Each moviegoer must print the complimentary ticket from this website to present at the movie theater in order to take advantage of this offer.

The adventure documentary was produced by award-winning and two-time Academy Award® nominated filmmaker MacGillivray Freeman Films, whose credits span 38 giant-screen productions—among them, nine of the top-20 giant-screen, box-office hits. “Using IMAX cameras in these vast, magnificent national parks allowed us to capture every possible vantage point for conveying the vivid colors and sheer immensity of these natural wonders,” said Shaun MacGillivray, president of MacGillivray Freeman Films.

"The national parks are major draws for international travelers and our giant-screen film is an ideal vehicle for conveying that appeal,” said Chris Thompson, Brand USA president and CEO. “As we continue to highlight the great outdoors in our global promotional efforts, we look forward to successful screenings of the film playing at hundreds of venues around the world.”

“Brasil is a top-10 market for Brand USA in its marketing efforts. According to the National Travel and Tourism Office, last year, more than 2 million visitors from Brasil came to the United States and spent $13.6 billion during their travels. This represents nearly 3% of all arrivals to the USA and 49% of all U.S. services exports to Brasil, respectively. More than 80% of viewers who have seen the film around the world have said it has inspired them to visit the United States. Through this film, we hope Brazilians will also see even more reasons to visit the USA by planning a trip to experience our great outdoors,” said Anne Madison, chief strategy and communications officer for Brand USA, who was in Brasil for the premiere of the film at an event held on Aug. 10 at Cinépolis exclusively for the travel trade and media. U.S. Consul General in São Paulo Ricardo Zuniga made remarks and welcomed the more than 200 guests in attendance at the premiere event. Following the event, the guests mingled and were able to take photos with one of the featured characters in the film, Max Lowe, as well as the film sponsors.

Filmed in more than 30 national parks across the USA with the highest-quality Solido IMAX 3D cameras, “América Selvagem, Uma Aventura Pelos Parques Nacionais” follows world-class rock, ice and mountain climber Conrad Anker, adventurer and photographer Max Lowe, and artist and adventurer Rachel Pohl as they hike, climb and explore their way across just a few of the USA’s national parks—places like Yellowstone, Glacier National Park, Yosemite, Grand Tetons and Arches – revealing a tapestry of natural wonders that will inspire the adventurer in all of us. Through the eyes of these modern-day explores and the immersive experience of IMAX, the audience soars over red rock canyons, hurtles down steep mountain peaks, and explores other-worldly realms found within the USA’s most legendary outdoor places.

“We believe in the transformative power of America’s national parks to inspire travel and discovery, and we are honored to lend support and raise awareness as the first global sponsor and exclusive online travel activation partner of this film, as well as a long-standing partner of Brand USA and the US Travel Association,” said Noah Tratt, global senior vice president of Expedia Media Solutions. “We also created an easy way for travelers to book their next trip to explore all that our national parks have to offer at www.expedia.com/nationalparks.”

To learn more about “América Selvagem, Uma Aventura Pelos Parques Nacionais,” please visit AmericaWildFilm.com. For additional media information and to download production stills from the film, pleasee visit http://americawildfilm.com/press/.

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About Brand USA
Brand USA is the nation’s destination marketing organization, dedicated to attracting legitimate international inbound travel to strengthen the U.S. economy, increase exports, create quality jobs, and promote community prosperity. By running data-driven campaigns and unifying messaging across industry and government, Brand USA positions the United States as a top global destination while providing current visa and entry information.

Over the past 13 years Brand USA has driven 11.3 million additional international visitors who spent $38.1 billion in the United States, leading to $82.9 billion in total economic impact and sustaining an average of more than 40,000 jobs each year. These efforts have generated nearly $11 billion in attributable tax receipts at the federal, state, and local levels.