BRAND USA

NEWS RELEASE

GoUSA TV Celebrates Valentine’s Day with Love-Fueled Programming Featuring "United Dates of America" and "Lucky in Love"

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WASHINGTON, D.C. (February 7, 2025) — This February, GoUSA TV, Brand USA’s premier channel for travel stories, invites viewers to fall head over heels for two captivating series just in time for Valentine’s Day (falls in the USA on Feb. 14). From coast to coast, the series premiere of "United Dates of America" and season three of "Lucky in Love" highlight love stories as diverse as the USA itself, offering heartfelt adventures and unexpected twists.

“Our goal with GoUSA TV is to showcase the diverse experiences, destinations, and stories that make the United States so inspiring,” said Mark Lapidus, vice president, content & technology for Brand USA. “With 'United Dates of America' and 'Lucky in Love', we’re highlighting how travel isn’t just about the places you visit—it’s about the people you meet, the connections you make, and the cultures you discover along the way.”

Premiering this month, "United Dates of America" is an all-new series that takes romance on the road. Three British singles go on blind dates with Americans to find out what dating in the USA is all about. From the charming streets of Charlotte, North Carolina, to the coastal beauty of Providence, Rhode Island, and the breathtaking mountain backdrop of Denver, Colorado, this exciting new series proves that the USA is the ultimate destination when it comes to matters of the heart.

Back for its third season, "Lucky in Love" puts fate to the test. Airing in English and Spanish, three couples from Mexico embark on a whirlwind journey across the USA, letting the flip of a coin decide their next moves. Whether exploring the shores of Jacksonville, Florida, soaking in the coastal charm of San Diego, California or embarking on the western adventures of various cities in Wyoming (premiering in June), each episode is a testament to love’s unpredictability.

February Air Dates:

English Broadcast

- **Fridays** (Including Valentine’s Day, February 14):
  - "United Dates of America" Episodes 1 & 2 | 7–8 p.m. ET (Series Premiere!)
  - "Lucky in Love" Block | 8–9 p.m. ET

- **Saturdays:**
  - "United Dates of America" Episodes 1–3 | 8–9:30 p.m ET
  - "Lucky in Love" (San Diego Episode) | 9:30 p.m. ET

Spanish Broadcast (GoUSA TV Spanish Channel)

- Saturdays: 10 & 10:30 p.m. ET ("Lucky in Love" Only)

- Sundays: 6 & 6:30 p.m. ET ("Lucky in Love" Only)

Celebrate the season of love with GoUSA TV, where romance, adventure, and the spirit of discovery come together by visiting visittheusa.com/gousa-tv. The free GoUSA TV app is available on iOS and Android.

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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.

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