BRAND USA

NEWS RELEASE

Brand USA launches online sports calendar powered by ESPN

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Brand USA, the tourism marketing body for the United States of America, has teamed up with ESPN to produce an online sports calendar which is now live on the consumer website, DiscoverAmerica.com.

Housed on a new specific sports page, DiscoverAmerica.com/USA/espn-calendar.aspx , the calendar gives users the opportunity to understand which cities are hosting which U.S. sporting events and teams so they can plan their holidays accordingly and experience some of the unique and passionate U.S. sporting culture. The easy-to-use tool provides background information on the teams, as well as detail about each game and provides relevant news, training and scouting updates.

Brand USA aims to educate and inspire more international visitors to the United States by showcasing the best that American sport and recreation have to offer. The campaign highlights the diversity of sporting experiences available in the United States of America in a fresh and unexpected light, inviting visitors to “Discover this land, like never before.”

Kristin Nichols, Associate Director of Advertising Sales, ESPN - Europe, Middle East & Africa said: “Sport is both a global and local institution. The competition and cultural bond of sport is shared all over the world, but individual sports, games, traditions and teams make up different parts of each country’s cultural fabric. This campaign highlights for the world’s fans the truly distinctive sporting culture of the U.S, and the launch of this calendar allows them to create one-of-a-kind trips to experience and share in that.”

Chris Thompson, CEO Brand USA, said: “This is an exciting launch for us and tapping into the sports market is important to us and our partners. Sport draws Americans together and for visitors getting tickets to a sporting event is the perfect way to get involved in the American way of life. This new online sports calendar allows users to get behind their team and enjoy the game.”

Thompson continued: “Through this multifaceted campaign with ESPN we aim to inspire visitors to look at American sports and the diverse and unique recreational tourism opportunities available in the United States.”

The partnership also includes a robust media campaign; a unique game to enable users to find out more about U.S. sports and find the right team for them to follow; and a selection of bespoke branded video features highlighting each State’s sport and sports tourism highlights.

About ESPN

ESPN, Inc. is the world’s leading multinational, multimedia sports entertainment company featuring a portfolio of over 50 multimedia sports assets. ESPN is 80 percent owned by ABC, Inc., which is an indirect subsidiary of The Walt Disney Company. The Hearst Corporation holds a 20 percent interest in ESPN.

ESPN International has grown to include ownership — in whole or in part — of 48 television networks outside of the United States, as well as a variety of brand extension businesses, which allow ESPN to reach fans in 200 countries and territories.

In the UK, ESPN now includes a portfolio of television and digital brands including ESPN, ESPN HD, ESPN Classic, ESPN America and ESPN America HD, ESPN.co.uk, ESPNCricinfo.com, ESPNFC.com, ESPNScrum.com, ESPNF1.com, ESPN Goals and ESPN Player (broadband).

ESPN and ESPN HD feature exclusive live coverage of the Barclays Premier League, the FA Cup, Aviva Premiership Rugby, Clydesdale Bank Premier League, UEFA Europa League, Italian Serie A, German Bundesliga, UFC, NBA and much more.

ESPN Classic now has five networks (UK, French, Italian, pan-European and Middle Eastern feeds) available in more than 40 countries.

ESPN America and ESPN America HD, the only European networks devoted exclusively to the best in North American sport, features coverage of the NFL, NHL, MLB and NCAA Basketball across Europe, available to 19 million homes in more than 40 countries.

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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.