

## Teaser Video for Brand USA and MacGillivray Freeman Films movie for Giant Screen theaters

Chicago - April 07, 2014

Brand USA, the nation's destination marketing organization, in partnership with MacGillivray Freeman Films, is producing a film for giant screen theaters that celebrates the USA as a top travel destination. With a planned release in mid-2015 to honor the centennial anniversary of the National Park Service, this film will focus on one of the nation's most treasured assets--the U.S. National Parks and Federally managed lands.

Click here to [watch the teaser video](#).

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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.

[Since 2012](#) Brand USA, in collaboration with travel industry partners, has been responsible for attracting an additional 10.3 million visitors who spent nearly \$35 billion in the United States, generating \$76 billion in economic output, and sustaining nearly 40,000 jobs per year. Without any cost to taxpayers, these efforts have generated \$10 billion in tax receipts and returned \$20 to the U.S. economy for every dollar spent.