NEWS RELEASE

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

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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.

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.