NEWS RELEASE

Brand USA, BBC Worldwide to air vignettes that highlight Great Outdoors destinations in USA

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Brand USA – the destination-marketing organization for the United States – is joining BBC Worldwide in presenting a series of 2-minute video vignettes that spotlight specific locations connected with America's Great Outdoors. The vignettes feature local personalities (one for each episode) who discuss their perspectives of the locations; each will air more than 1,000 times around the world on BBC World News and will also feature on BBC.com.

This new series follows a similar format used in 2015 for the "America Through Film" partnership with BBC Advertising. In that award-winning series a variety of movie directors spoke on camera about their experiences and perspectives of specific locations as influential backdrops, even "characters," during movie productions they directed - sometimes in their home states. Among the 12 contributors, Spike Lee discussed his native New York, and John Lee Hancock spoke about his native Texas and Andy Davis shared his Chicago.

Great Outdoors vignettes will feature narratives about California, Texas, Georgia, Louisiana, Minnesota, Montana, Oregon, Arizona, New York, New Hampshire, California, and Hawaii. The line-up of local experts who provide their perspectives, include Ed Lewis (Body Surfer/Inventor), Scarlet Colley (The Dolphin Whisper), Stan Estes (Horse Whisper), Tab Benoit (Musician), Bob White (Fly fisher/Landscape Artist), Max Lowe (Storyteller), Maria Ponzi (Winemaker), Ed Mell (Painter), Chris Kostman (Athlete/Endurance Event Promoter), Bee Walker (Photographer), Alice Chiang (Architect) and Keanu Asing (Surfer).

Brand USA has invested in a wide-ranging campaign to promote destinations tied to the Great Outdoors. Its strategy includes a high-profile, cinematic tribute to the National Park System's centennial in 2016. Titled "National Parks Adventure," the 3D, giant-screen film (to be released globally February 2016) is a collaborative effort by Brand USA and award-winning MacGillivray Freeman Films.

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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.