BRAND USA

NEWS RELEASE

The World Premiere at the Smithsonian National Air and Space Museum Kicks Off the Celebration of the Film's Global Release

Washington, DC - February 15, 2018

MacGillivray Freeman Films, Brand USA, and Sponsoring Partners Launch *America's Musical Journey,* the Newest IMAX® Documentary Starring Grammy Award®-Nominated Singer and Songwriter, Aloe Blacc, Narrated By Academy Award®-Winning Actor, Morgan Freeman

America's Musical Journey, the new 3D documentary for IMAX® and giant screen theaters, will hold its world premieres on Thursday, February 15, at the Smithsonian's National Air and Space Museum and Friday, February 16, at the Smithsonian's National Museum of American History. The movie will open globally this Friday, February 16, in select IMAX® and giant screen theatres with a roll out expansion planned throughout the year through the Fall of 2018 and beyond. This is the second film that MacGillivray Freeman Films has produced in association with Brand USA and Expedia as the presenting partners. *America's Musical Journey* marks Air Canada's first time as a presenting sponsor. The new film celebrates the unique diversity of cultures and creative innovations that characterize America, as told through the story of its music.

Narrated by Academy Award® winner Morgan Freeman, the film follows Grammy Award®-nominated singer and songwriter Aloe Blacc as he traces the roots of America's music and follows the footsteps of Louis Armstrong through the colorful locales and cultures where America's music was born. Visiting iconic music cities including New Orleans, Louisiana; Chicago, Illinois; New York City, New York; Nashville, and Memphis, Tennessee; Miami, Florida, and more, *America's Musical Journey* explores the collision of cultures that gave birth to American art forms such as jazz, the blues, country, rock and roll, hip-hop, and more. As audiences join Blacc on this joyful, tune-filled tour, they'll experience uniquely American adventures like paddle-wheel boating up the Mississippi Delta, flash mob dancing in Chicago, and skydiving with Elvis impersonators over Memphis in scenes shot exclusively for the giant screen.

Academy Award®-nominated director Greg MacGillivray threads all these images together to create an immersive experience of American culture and creativity with a soundtrack that showcases the national passion for creative innovation at its purest. "America's music has its roots in the diverse cultures that came together from different parts of the world, culminating in a unique blend of sound, culture, and innovation unlike anywhere else in the world," said MacGillivray. "This creativity and trailblazing spirit is what makes American music such a treasured experience around the world. I hope people are inspired to explore their own creativity after seeing the film."

"Music is an essential part of the human experience, and I look forward to helping audiences discover the unique cultural influences that gave rise to jazz, the blues, folk, and other American musical genres," says Aloe Blacc. "I love the freedom of expression in this country, which is a source of creativity and innovation unlike anywhere else."

"We are excited to share our second film with the world, which celebrates the rich history and colorful tapestry of American culture through music," said Christopher L. Thompson, president and CEO of Brand USA, the destination marketing organization for the United States. "As a universal language that transcends borders, music is one of America's most unique and important assets. Bringing to life the sights and sounds of our vibrant urban centers, *America's Musical Journey* uses music as an instrument to inspire and welcome new audiences to experience travel to the USA in an engaging and dynamic new way."

In addition to Aloe Blacc, audiences will meet other iconic artists, musicians, and innovators who are shaping America's culture today, including Jon Batiste, bandleader and musical director of *The Late Show with Stephen Colbert,* Latin music stars Gloria and Emilio Estefan, New Orleans music hero Dr. John, Chicago jazz pianist Ramsey Lewis, teenage banjo-playing phenomenon Willow Osborne, Memphis jookin dance star Lil Buck, the Detroit Youth Choir, Chicago footwork maestros Pause Eddie and Donnetta "Lil Bit" Jackson, the Bandaloop vertical dancers, the Fisk University Jubilee Singers, the Beale Street Flippers, skydiving Elvis impersonators, and many

more.

"Music has the power to bring people together, especially here in America where diversity and creative freedom are such an important part of the culture," says Shaun MacGillivray, producer of *America's Musical Journey* and president of MacGillivray Freeman Films. "We're using the immersive, visual giant screen experience to tell the story of America's musical and cultural heritage in a new and powerful way."

This is the second collaboration for these companies, following the highly successful*National Parks Adventure*, voted Best Film of the Year by the Giant Screen Cinema Association and the highest grossing documentary film of 2016.

"As a longtime partner of Brand USA, we are honored to lend support and raise awareness as a global sponsor and exclusive online travel activation partner of this film," said Wendy Olson Killion, global senior director of Expedia Media Solutions. "We believe music has the ability to inspire travelers from all over the world to explore new places and cultures."

Brand USA will host the film's world premiere at the Smithsonian National Air and Space Museum on Thursday, February 15, with a second premiere held at the Smithsonian National Museum of American History on Friday, February 16. The second premiere will be co-hosted by Brand USA partner and DC's Official Destination Marketing Organization, Destination DC. Brand USA executives, filmmakers, and government officials will be in attendance to celebrate the premiere of the film.

The film will run from February 17 to 25 daily at the Smithsonian National Air and Space Museum's Lockheed Martin IMAX® Theater in Washington, DC and at the Airbus IMAX® Theater at the Steven F. Udvar Hazy Center in Chantilly, Virginia. The film will continue to run indefinitely at the Smithsonian National Museum of American History's Warner Bros. Theater. There will be festivities on behalf of the film held both domestically and in international markets such as Paris, France; Mexico City, Mexico; Tokyo, Japan; and Beijing, China to mark the opening of the film around the world. For a running list of all theaters showing *America's Musical Journey* (in the United States and internationally), please click here.

"Music expresses the richness of American culture, whose appeal makes the U.S. a popular destination for Canadian and international travelers alike," said Duncan Bureau, vice president, global sales at Air Canada. "As the largest foreign carrier serving the U.S., our partnership with Brand USA is of great importance to Air Canada, as we offer 240 flights a day to more than 55 U.S. airports, with seamless connections via Canada for travelers from 6 continents."

To discover more about America's rich musical culture and the diversity of experiences the USA has to offer, please visit Brand USA's consumer websiteVisitTheUSA.com and follow Visit The USA on Facebook, Twitter, and Instagram.

AmericasMusicalJourney.com

About MacGillivray Freeman Films

MacGillivray Freeman Films is the world's foremost independent producer and distributor of giant-screen 70mm films with 40 films for IMAX and giant-screen theatres to its credit. Throughout the company's 50-year history, its films have won numerous international awards including two Academy Award® nominations and three films inducted into the IMAX Hall of Fame. MacGillivray Freeman's films are known for their artistry and celebration of science and the natural world. It is the first documentary film company to reach the one-billion-dollar benchmark for worldwide box office. For more information about the company, visit MacGillivrayFreemanFilms.com.

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Air Canada is Canada's largest domestic and international airline serving more than 200 airports on six continents. Canada's flag carrier is among the 20 largest airlines in the world and in 2017 served approximately 48 million customers. Air Canada provides scheduled passenger service directly to 64 airports in Canada, 60 in the United States and 98 in Europe, the Middle East, Africa, Asia, Australia, the Caribbean, Mexico, Central America and South America. Air Canada is a founding member of Star Alliance, the world's most comprehensive air transportation network serving 1,300 airports in 191 countries. Air Canada is the only international network carrier in North America to receive a Four-Star ranking according to independent U.K. research firm Skytrax, which also named Air Canada the 2017 Best Airline in North America. For more information, please visit: Aircanada.com, follow @AirCanada on Twitter, and join Air Canada on Facebook.

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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.