BRAND USA

NEWS RELEASE

Travelers Can Still Explore America via GoUSA TV's New Spring Lineup

WASHINGTON, DC - April 14, 2020

With media consumption up 60%, travelers are seeking content to transport them to new places. GoUSA TV leads the way with three original short-form programs: Trails & Trailblazers, California Pop, and Lucky in Love

Each week, GoUSA TV is rolling out new programming to help explorers continue travel dreaming while they stay at home. The premier travel entertainment streaming platform is available without a subscription, fees, or logins required. Its spring lineup brings fresh perspectives from real people across America as they provide a personalized look into its unique destinations. The new quick entertainment content includes three original shows, Trails & Trailblazers, California Pop, and Lucky in Love, as well as a licensed selection of *Atlas Obscura* videos.

"Our interest in sharing unique stories from across the USA has always been based on inspiring the hearts of travelers from around the world. Now, in a time when we must channel our passion for exploration into new and inventive ways, these video series give viewers the opportunity to see diverse perspectives, hear fresh and engaging stories, and add new destinations to their bucket lists," said Tom Garzilli, chief marketing officer, Brand USA. "Nothing can compare to the vast experiences the USA offers; that's why we've dedicated an entire channel to sharing these stories and showing viewers what is waiting to be discovered."

This spring, viewers can stream the following programs on GoUSA TV:



Atlas Obscura *(a selection of licensed videos)* – April 16, 2020

From the World's Largest Egg in Chicago to diving into a grits-filled pool at the World Grits Festival in St. George, South Carolina, a licensed selection of *Atlas Obscura* videos takes viewers to the USA's most unusual places. The short-form video series will feature 15 new unique destinations across America, including O'ahu's majestic Koko Crater Trail, the surfing culture of Alaska's bore tide, and a

ghost town in Virginia City, Nevada that's still very much alive.



California Pop – April 23, 2020

The original five-episode series takes viewers on a road trip across California to experience the state's lesser-known pop-culture landmarks. In partnership with Visit California and produced by Saville Productions, the show combines innovative visuals with rich, character-based storytelling. Viewers follow two fun-loving and adventurous best friends, Anthony and Shikira, as they explore Gold Country, the Central Valley and the vast California coastline. During their journey, they meet a diverse cast of unforgettable characters — creators, purveyors and stewards of pop culture — who overcome obstacles to carve out their own creative corner of California. Each episode builds on the previous one, expanding the viewer's understanding of the Golden State's diversity and myriad possibilities waiting to be discovered. Click here to view the trailer.

Lucky In Love – April 30, 2020

This three-part original series sends three international couples on a game of chance throughout the United States. The toss of a coin determines which partner will select the day's activities as they set out to explore a new destination – pushing the duo outside of their comfort zone as they experience something entirely new. In the end, the couples learn something new about themselves – both independently and together. True relationships may be tested but also strongly forged. The series is filmed in Fort Worth, Texas; Washington, DC; and New Orleans, Louisiana.



Trails & Trailblazers – Currently streaming

Trails & Trailblazers is derived from Brand USA's third documentary film, *Into America's Wild*. The show follows an adventurous young pilot, Ariel Tweto, as she discovers new and unexpected places across the USA. Viewers will be taken to uncharted territories of Alaska's landscapes and wildlife, virtually kite surf along Oregon's scenic Columbia River Gorge, and even see what it is like to ride the

bison on Antelope Island in Utah. Additional destinations include the Appalachian Trail in Florida, where viewers meet personalities such as Jennifer Pharr Davis, a National Geographic Adventurer of the Year, who set the record for completing the fastest Appalachian Trail hike by a woman. In San Antonio, Texas, viewers cruise along the San Antonio River, where they meet Emma Faye Rudkin, a deaf inspirational speaker who inspires disabled children around the USA to overcome obstacles. Tweto also makes stops in New York, Colorado, and New Mexico. This series is produced by the Academy Award-nominated producers at MacGillivray Freeman Films. Please click here to view the trailer.

GoUSA TV is available for streaming on YouTube, Roku, Amazon Fire, and Apple TV, or via the Apple iOS store and Google Play on smartphone devices.

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About GoUSA TV

Because every place has a story. Imagine a channel that features a constant source of authentic, compelling, and entertaining travel stories from across the USA. GoUSA TV is the premier destination to discover all the possibilities the USA has to offer told from the diverse perspectives of real people. Welcome to GoUSA TV.

GoUSA TV is powered by Brand USA, the destination marketing organization for the United States, and is available for download on your iOS or Android phone or on Roku, Apple TV, Amazon Fire and YouTube.

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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.

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