BRAND USA

NEWS RELEASE

In Celebration of National Parks Adventure's Five-Year Anniversary, the Award-Winning Film Debuts on GoUSA TV in Time for National Park Week 2021 (April 17-25)

April 15, 2021

WASHINGTON, D.C. (April 15, 2021)—Five years after its premiere, National Parks Adventure—Brand USA's first film for IMAX® and giant-screen theaters—will debut on GoUSA TV in time to commemorate National Park Week 2021, a special time to celebrate U.S. national parks and programs across the country. A collaboration between Brand USA and MacGillivray Freeman Films, sponsored by Expedia and Subaru, National Parks Adventure takes audiences on the ultimate off-trail adventure into the nation's aweinspiring great outdoors and untamed wilderness.

From red rock canyons and craggy mountain peaks to other-worldly realms found within the USA's most legendary outdoor playgrounds, including Yellowstone, Glacier, Yosemite, and Arches National Parks National Parks Adventure showcases a variety of U.S. destinations and experiences. Narrated by Academy Award® winner Robert Redford, the film features world-class mountaineer Conrad Anker, adventure photographer Max Lowe, and artist Rachel Pohl as they hike, climb, and explore their way across the USA's majestic parks in an action-packed expedition that inspires the adventurer in us all.

"For the past five years, *National Parks Adventure* has been captivating and inspiring international audiences in museums, science centers, and most recently on Netflix, to visit the United States," says Tom Garzilli, chief marketing officer at Brand USA. "We are proud to introduce this compelling film to a whole new global audience through GoUSA TV, especially during a time where the world is longing for travel inspiration and deep connection via streamed content."

National Parks Adventure joins more than 115 hours of premier video content on GoUSA TV, the definitive source to find real, authentic, and on-demand video content about travel experiences in the USA. The travel entertainment channel is available at viewers' fingertips where travelers can watch full episodes, documentaries, and films told from the perspectives of real people with no subscription, fees, or logins required.

National Parks Adventure Trailer: www.youtube.com/watch?v=FKFugaxqn4k

Heralding the majestic beauty of U.S. national parks, *National Parks Adventure* scored stellar reviews at giant-screen theaters around the world and was voted Best Film of the Year by the Giant Screen Cinema Association. When launched in 2016, *National Parks Adventure* was the highest grossing documentary film of the year.

The film's release was the industry's fastest giant-screen roll-out in five years, with 48 exhibitions in six countries in February 2016 and 119 exhibitions in 16 countries within the first 12 months. In addition, Brand USA collaborated with some two dozen U.S. Embassies and Consulates around the world to showcase the film in countries as diverse as Canada, Croatia, Equitorial Guinea, El Salvador, Indonesia, Romania, and many more—helping those missions promote travel to the United States and celebrate the centennial of the National Park Service.

This year, National Park Week—a joint effort between the U.S. National Park Service and National Park Foundation—will take place digitally with nine themed days—from Park Rx Day and BARK Ranger Day to Volunteer Sunday and Transformation Tuesday—to highlight the different ways everyone can enjoy U.S. national parks. Throughout the week, outdoor enthusiasts are encouraged to discover the USA's diverse natural and cultural heritage. Throughout 2021, the National Park Service will celebrate the 100th anniversary of Hot Springs' designation as a national park with a series of monthly and year-long events in conjunction with the City of Hot Springs, Visit Hot Springs, Friends of Hot Springs National Park, and other partners.

Streaming audiences can watch the film beginning April 15, 2021 through the GoUSA TV app, available for download on iOS or Android device, or on Roku, Apple TV, Amazon Fire TV, and Samsung TV Plus.

A selection of high-res imagery is available at brandusa.mediavalet.com/browse/categories/229ad6e2-3a0a-4f5d-a9b6-d3bf2663b27b

*If the link does not work for you please make to register for a MediaValet account here.

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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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