NEWS RELEASE

Brand USA Announces Faulhaber as its New Public Relations Agency of Record for Canada

February 18, 2025

TORONTO, ON (February 18, 2025) – Brand USA, the destination marketing organization for the United States, today announced Faulhaber as the new agency of record (AOR) for public relations in Canada. Faulhaber will work closely with the Brand USA team to share stories that highlight the USA as a culturally rich, diverse, and inclusive destination.

"Brand USA is firmly committed to Canada and our partnership with Faulhaber is a testament to our ongoing focus on PR and communications in the USA's top international market. Faulhaber was selected following a highly competitive RFP process based on their strategic ahead-of-the-curve and creative approach to storytelling," said Senior Vice President, Public Relations and Chief Communications Officer Chris Heywood. "We are gearing up for an exciting year of major milestones and unparalleled events and look forward to sharing these stories with our Canadian friends through our planned activity."

"Travel has always been a bridge between cultures and a way to create connection. Now, more than ever, it can serve as a powerful tool to strengthen the deep-rooted bond between the United States and Canada," said Lexi Pathak, President and Partner at Faulhaber. "Faulhaber will highlight the unique experiences that the USA has to offer Canadians from outdoor adventures in Colorado, Utah and Montana, to culinary experiences in Chicago, New York and Los Angeles. Our mandate will encourage cross-border exploration through strategic media relations, influencer relations, and in-market brand activations including year two of Brand USA's sponsorship of Toronto's International Film Festival (TIFF)."

With a richly diverse and highly anticipated list of new attractions, events and happenings, 2025 is set to be an incredible year for visiting the USA. Highlights for the year below include, but are not limited to:

- Disneyland's 70th birthday with several new offerings at the park. Begins May 16, 2025, and runs through the summer of 2026
- The USA is set to host some of the most anticipated events of 2025 from WorldPride May 17-June 8 in Washington, D.C. and the Ryder Cup in September. FIFA Club World Cup 2026™ will bring 32 soccer teams from around the world to play 63 matches in the USA from June 15 to July 13. Host cities are Atlanta, Georgia; Charlotte, North Carolina; Cincinnati, Ohio; Los Angeles, California; Miami, Florida; Nashville, Tennessee; Orlando, Florida; Philadelphia, Pennsylvania; Seattle, Washington; Washington, D.C., and East Rutherford, New Jersey, just outside New York City, where the final game will be played in MetLife Stadium.
- Celebrating centennial anniversaries: In Nashville, Tennessee, the Grand Ole Opry, a legendary country music venue, marks the centennial of its first show in 1925 with a series of special Opry 100 performances and experiences. In Virginia, Chincoteague National Wildlife Refuge marks the 100th year of its annual July Pony Swim, when thousands of people gather to watch cowboys herd wild ponies across the Assateague Channel. The destination is also known for its beaches, stargazing, kayaking and birdwatching.

Looking ahead to 2026, the USA will mark two major anniversaries: the centennial of Route 66, also known as the Mother Road, which is the iconic highway connecting Chicago to Los Angeles; and America 250, commemorating 250 years since the nation was founded with the signing of the Declaration of Independence on July 4, 1776.

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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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