BRAND USA

NEWS RELEASE

Brand USA Issues Calendar of USA Events 2014

Washington, DC - November 04, 2013

During World Travel Market in London, Brand USA issued the following highlights of USA events scheduled for 2014:

JANUARY

Florida – Year of Food (All year throughout 2014)

2014 is the year of foodie fun in Florida. There are over 200 food festivals taking place across the state and food lovers can experience everything from a Stone Crab Festival in Key Largo, to a four-day Lobster extravaganza in Panama City Beach, and a Strawberry Festival in Plant City – all to celebrate and sample tasty traditional Floridian food. www.visitflorida.com

Alaska – 50th anniversary of the Wilderness Act (All year throughout 2014)

2014 marks the 50th anniversary of the Wilderness Act, which in 1964 created the National Wilderness Preservation System. There are approximately 32 million acres of designated wilderness in Alaska, more than anywhere else in the USA. These areas include iconic places seen by thousands of visitors, such as the core of Denali National Park and Preserve and much of Glacier Bay National Park and Preserve. National Preservation System wilderness areas also include remote and lightly visited areas including Gates of the Arctic, Wrangell-St. Elias and Lake Clark national parks. www.nps.gov/akso/index.cfm **/** www.visitalaska.com

Pennsylvania – Ballet Celebrates 50 Years (until June)

One of the premier ballet companies in the USA, Pennsylvania Ballet has been at the forefront of American dance since 1963. The company celebrates this momentous occasion in Philadelphia with a lineup of classics and world premieres including George Balanchine's The Nutcracker, Carmina Buranna and a 50th finale performance to celebrate this milestone anniversary. www.discoverPHL.com

California – Restaurant month (January)

Visitors to the Golden State in January can enjoy the local wine and during California Restaurant Month. Restaurants across the region - from local to world-renowned - will be offering special dining promotions that feature gourmet prix-fixe menus, wine-pairing and more. The state's 81,700-plus farms and ranches produce nearly half of all American-grown fruits, nuts and vegetables. California Restaurant Month provides visitors with a taste of their favorite ingredients direct from the source; from freshly-caught seafood at Southern California's coastal café to 'just-picked' produce served in Northern California, alongside signature ingredients, such as olive oil, wine, avocados and almonds. www.DineinCA.com **/** www.visitcalifornia.co.uk

Arizona – 24th Annual High Noon Western Americana Antique Show (25 – 26 January)

Over two days, visitors will be captivated by the history, people and artisanship in Arizona. With over 150 renowned dealers, holidaymakers will be able to find Western art and antiques, Native American artistry, unique furnishings as well as clothing. An auction is also held on the Saturday between the two days of the antique show and each year this record breaking event brings in well over 300 authentic Native American items. www.arizonaguide.com

New York State – Super Bowl Boulevard (29 January – 1 February)

A giant toboggan run will be the centerpiece of New York City's Super Bowl Boulevard - a free, American football-themed winter wonderland taking over Broadway around Times Square next year from 29 January – 1 February 2014 as the region hosts the Super Bowl for the first time. NYC & Company's microsite outlines a number of fan-friendly activities, information on sports in New York City and other reasons to visit in winter 2014. Super Bowl XLVIII (48) will be played at MetLife Stadium in New Jersey on 2 February 2014. This is the first Super Bowl game ever to be played in an outdoor stadium in a cold weather destination. www.nycgo.com/superbowl

FEBRUARY

Missouri – St Louis Birthday Bash Weekend (14 – 16 February)

The St Louis Birthday Bash weekend is held at the Missouri History Museum, where visitors will find 250 years of regional heritage with interactive exhibits and activities, while enjoying live musical performance and sampling prime edibles from local food vendors. The 'Burnin' Love' festival is the launch party with live musical performances, fire dancers and fireworks. Visitors who enjoy history and culture can also participate in a re-enactment of the city's founding on Laclede's landing. www.visitmo.com

MARCH

Nebraska – Crane Spring Migration Season (1 March – 6 April)

Visitors to Nebraska in spring time should make time to catch the Crane Spring Migration Season across the Platte River Valley from 1 March. The Iain Nicholson Audubon Center offers daily tours throughout the spring, plus bird-lovers can do their own self-guided tours across the surrounding area. Nearby town Kearney hosts the Audubon's Nebraska Crane Festival (20 - 23 March), which celebrates this wildlife spectacle combined with family-friendly activities and educational viewings. www.visitnebraska.gov

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New Jersey – Atlantic City Restaurant Week (2 – 8 March)

The table is set for the 6th annual Atlantic City Restaurant Week, which runs from 2-8 March at participating restaurants in and around Atlantic City, New Jersey. To help take the bite out of the cost of fine dining, participating restaurants offer three-course lunches for $15.14 per person plus tax and gratuity and three-course dinners for $33.14 per person plus tax and gratuity. The Atlantic City chefs are already busy preparing menus for the most discriminating appetites. Gift certificates can be ordered in advance. www.acrestaurantweek.com

South Carolina – Charleston Food and Wine Festival (6 – 9 March)

The BB&T Charleston Wine + Food Festival has quickly risen in the ranks of nationally-acclaimed food festivals during its eight years of existence and has become a hotbed of culinary activity, historic landscapes and irresistible charm set in the beautiful city of Charleston. The festival is a celebration of Charleston's culinary excellence and renowned culture which benefits scholarship programs for the culinary and hospitality workplace. www.charlestonwineandfodd.com

Washington, D.C. – The National Cherry Blossom Festival (20 March – 13 April)

Each year, the National Cherry Blossom Festival celebrates spring in Washington, D.C., the gift of the cherry blossom trees, and the enduring friendship between the people of the United States and Japan. The festival produces and coordinates daily events featuring diverse and creative programming promoting traditional and contemporary arts and culture, natural beauty, and community spirit. Events are primarily free and open to the public. www.nationalcherryblossomfestival.org **/** www.washington.org

APRIL

Louisiana – French Quarter Festival (10 – 13 April)

The French Quarter Festival in New Orleans is the largest free music festival in the South and will feature twenty-one music stages throughout the French Quarter presenting the best in Louisiana music, from traditional and contemporary jazz to R&B and New Orleans funk, brass bands, folk, gospel, classical, cabaret, opera, Cajun, zydeco and world music. Famed musicians such as The Dixie Cups, Kermit Ruffins, Soul Rebels and Dr. John have all played at the festival in the past. Over 90 food and drink booths located in Jackson Square, Woldenberg Riverfront Park, Decatur Street, and the Louisiana State Museum's Old U.S. Mint make up the "World's Largest Jazz Brunch," a signature event featuring authentic local cuisine from renowned restaurants. www.fqfi.org/frenchquarterfest **/** www.louisianatravel.com

Vermont – Full Circle Festival (11 – 13 April)

The warm and welcoming Green Mountain State of Vermont presents the Full Circle Festival. This new event offers a weekend of exciting and creative events for travelers looking to participate in a variety of artistic programs. Activities, exhibitions and performances will include comedy, dance, theatre, music, art, storytelling, yoga and even life coaching. Set in the stunning lakeside city of Burlington, the Full Circle Festival offers like-minded individuals the chance to explore the natural beauty of Vermont whilst discovering the *art at the heart of ageing*. www.vermontvacation.co.uk

Wisconsin – **Grilled Cheese Championship (26 April)**

The dairy state is celebrating National Grilled Cheese Month in a big way with the Wisconsin Grilled Cheese Championship held at the Iowa County Fairgrounds in Mineral Point. Amateurs and professionals will compete for the title of best grilled cheese in a variety of categories. All entries must use real Wisconsin cheese and judges will score on presentation, taste and style. With live music and lots of

grilled cheese, this free festival promises to be fun and tasty. www.grilledcheesewisconsin.com

MAY

Connecticut – The Rebirth of a Whaling Ship (May – August)

In New England's southernmost state it's the year of the Charles W. Morgan - the oldest American commercial ship still afloat, which has been miraculously restored at Mystic Seaport, the Museum of America and the Sea. In mid May 2014, the Charles W. Morgan will depart her berth at Mystic and embark on her 38th voyage; an unprecedented 10 week educational trip to historic ports on the New England coast returning to Mystic in early August. www.mysticseaport.org / www.discovernewengland.co.uk

Rhode Island – WaterFire (May – October)

WaterFire is a highly unique public art experience that has attracted tens of thousands of visitors to Rhode Island's creative capital city of Providence. The event is based on an original artistic installation of bonfires lit on the three waterways passing through downtown Providence. WaterFire creates a magical artistic event celebrating earth, air, fire and water. Amidst the flicking firelight of 100 bonfires, stroll through Waterplace Park and enjoy music and entertainment from around the world. WaterFire events take place on selected evenings from May to October; lighting occurs shortly after sunset and the event continues until just after midnight. www.waterfire.org **/** www.discovernewengland.co.uk

Indiana – Terra Cotta Warriors Children's Museum (May)

This is the global premiere of the greatest archaeological find and will be housed at the Children's Museum of Indianapolis in May 2014. Visitors will get an in-depth look at China's first emperor and his painted warriors and see first-hand how each of the warriors is painted differently. This is the first time ever the Shaanxi provincial government has allowed the warriors out of the country in addition to 100 other Chinese artefacts. The Museum of Indianapolis is the world's largest children's museum and is often considered to be the world's best. www.childrensmuseum.org/warriors **/** www.indiana.com

Tennessee – Memphis in May (1 – 31 May)

Memphis in May is a month-long festival with major events each weekend such as the Beale Street Music Festival, the BBQ Festival and the Sunset Symphony on the banks of the Mississippi River. www.memphisinmay.com **/** www.tnvacation.com

Texas: X Games, Austin (15 – 18 May)

For the first time ever, Texas will host the North American leg of the ESPN X Games, at the Circuit of the Americas (COTA) in Austin. The event will feature extreme sports including motocross, rallycross, skateboarding and BMX. X Games Austin will be distinct and reflect the vibe and culture of the city and State tapping into its rich music and cultural scene to surround the competition with a festival that highlights the intersection of sports and lifestyle that exists in action sport. www.xgamesaustin.com **/** www.traveltex.com/

Alabama – Hangout Music Fest (16 – 18 May)

The Hangout is a one-of-a-kind music festival that takes place on the beautiful beaches of Gulf Shores, Alabama each May. The 32 miles of white sand on Alabama's Gulf Coast attracts over 35,000 music lovers who want to experience an incredible beach party featuring over 70 bands on six stages. Last year's line-up included Kings of Leon, Ellie Goulding and Stevie Wonder. The advance purchase general admission for the three day event starts at $209 plus booking fee. www.hangoutmusicfest.com / www.alabama.travel

Georgia – Atlanta Food and Wine Festival (29 May – 1 June)

The South has never tasted so good! Eat, drink and enjoy all that's Southern at the Atlanta Food & Wine Festival. Join award-winning chefs, sommeliers, beverage innovators, and industry experts for a culinary journey through the food and beverage traditions of the South. Now in its fourth year, the festival is to be held between 29 May – 1 June 2014 in Midtown, Atlanta. www.atlfoodandwinefestival.com **/** www.exploregeorgia.com

JUNE

Oklahoma – The 28th Annual Red Earth Native American Cultural Festival (5 – 7 June)

On the days when over 1,200 American Indian artists and dancers from throughout North America come together at the Red Earth Festival in Oklahoma, the gathering becomes the epicenter of Native American art and culture. Today one of the most revered performing and visual arts events of its kind, the Red Earth Festival's kaleidoscope of paintings, sculpture and pottery; beadwork, basket ware and jewelry set the benchmark for Native American festivals across the continent. The unforgettable spectacle of tribal dress-clad, deeply skilled dancers in full performance completes this unique event. www.redearth.org **/** www.travelok.com

North Carolina – U.S. Open (12 – 15 June) & U.S. Women's Open (19 – 22 June)

In 2014, Pinehurst has the honor of hosting both the 2014 U.S. Open and U.S. Women's Open Championships. It will mark the first time in history that both tournaments will be played in the same year, on the same course. A rich heritage and love of the game bestow a special quality on the Home of American Golf that makes it unequalled as a golf destination. Its bustling villages welcome visitors with plenty to see and do off the course, with a mild year-round climate adding to the appeal. www.pinehurst.com **/** www.visitnc.com

Kansas – The Symphony in the Flint Hills (14 June)

Each year since Chase County, when Kansas rancher Jane Koger first assembled an all-woman orchestra to celebrate her 40th birthday for the first ever 'symphony on the prairie', the legend has grown. In 2014, thousands of appreciative music lovers will once again gather for the Symphony in the Flint Hills to drink in the magic of symphonic music wafting on the evening prairie breeze, framed by never-ending pastures and an endless sky tinged by a vibrant orange Kansas sunset. www.symphonyintheflinthills.org / www.traveks.com

Delaware – Firefly Music Festival (20 – 22 June)

As one of the fastest growing rock music festivals in the USA, the three-day Firefly event stands out partly because of its perennial top-name acts (Black Keys, Tom Petty, Red Hot Chili Peppers) and partly because of all that goes on beyond the multiple stages (food, brews, and more.) The location also certainly has something to do with it as the festival is conveniently placed between major Atlantic Coast cities (just a couple hours from both NYC and D.C.) Well run and laid back, Firefly lends itself equally well to a camping excursion or a one-day trip. fireflyfestival.com **/** www.visitdelaware.com

Utah – The Shakespeare Festival (23 June – 18 October)

The Utah Shakespeare Festival recently revealed its 2014 season which consists of eight plays running from 23 June – 18 October next year. Artistic Directors David Ivers and Brian Vaughn announced the season, which includes four plays ranging from Shakespeare classics to a Stephen Sondheim musical to a world premier adaptation of a beloved novel. The award-winning festival is one of the oldest and largest Shakespeare festivals in the USA with the main Adams Theatre being modelled on the Globe Theatre in London. This fascinating cultural event is also within a day's drive of seven national parks and numerous national and state forests. www.bard.org **/** www.goutah.co.uk

Maine – 52nd Annual Windjammer Days Festival (24 – 25 June)

Visitors can enjoy the beauty of fully rigged Windjammers sailing into Boothbay Harbor, Maine, during the Windjammer Days Festival, which offers family fun for everyone. Activities include a sailboat race, waterfront concerts, arts and craft fair, a hometown street parade, an antique boat parade and fireworks over the harbor. Participating Windjammers in the event offer hourly cruises and even overnight trips - the perfect way to immerse yourself in Maine's coastal heritage.

www.boothbayharbor.com/windjammer-days **/** www.discovernewengland.co.uk

JULY

Massachusetts – Tanglewood (July and August)

Tanglewood is set in the heart of the rolling Berkshire Hills in Western Massachusetts; it is the summer home of the Boston Symphony Orchestra. Summer visitors to Massachusetts can enjoy a variety of outdoor concerts and performances, guests are encouraged to bring along a picnic and a blanket. The two month long event also includes the contemporary music festival and the jazz festival. This is the perfect way to round off a summer's evening - ticket prices vary, with lawn tickets often around $20. www.bso.org/Home **/** www.massholiday.co.uk

Illinois - Taste of Chicago (Mid-July – dates TBC)

Taste of Chicago is the city's largest festival and is held annually in mid-July in Grant Park. The event celebrates Chicago's wide and diverse culinary scene and features live cooking demonstrations as well as pop up restaurants showcasing a variety of cuisine including American, Indian, Italian, French, Chinese, Irish and African. Taste of Chicago also offers non-food events such as live music on multiple stages and fairground rides. Admission to the festival is free but extra charges apply for seating in the main stage area and attending the celebrity chef events. www.choosechicago.com

Hawaii – Koloa Plantation Days (18 – 27 July)

Held in the area where Hawaii's first sugar plantation was founded in 1835, Koloa Plantation Days comprises a multitude of lively, family-orientated events that showcase the areas social history, natural history and its diverse cultural traditions perfectly. This nine day festival is held on Kauai's beautiful south shore and it is a time to celebrate the many ethnic groups that came to Hawaii to work on sugar plantations. With plenty of music, dancing, games, colorful costumes, sporting events and local cuisine on offer, this buzzing festival is not to be missed**.** www.koloaplantationdays.com **/** www.gohawaii.com

North Dakota – State Fair (18 – 26 July 2014)

The North Dakota State Fair features nine nights of exciting entertainment including concerts, rodeo events, bull riding and auto races. There is plenty of choice for fair food along the midway and 600 booths of shopping throughout the grounds. www.ndstatefair.com / www.ndtourism.com

Montana - The Montana Folk Festival (11 – 13 July)

The Montana Folk Festival features performances and demonstrations by over 250 of the nation's finest musicians, dancers and craftspeople. The Festival is a large, free outdoor event and will be located adjacent to, and partially within, the fascinating Uptown Butte Historic District. www.montanafolkfestival.com / www.visitmt.com

Wyoming – Cheyenne Frontier Days (18 – 27 July 2014)

Cheyenne Frontier Days is the largest outdoor rodeo and western celebration in the world. Get a true taste of the west as the "Daddy of 'Em All" delivers thrilling PRCA rodeo competition at the 118th celebration. www.cfdrodeo.com /www.wyomingtourism.org

AUGUST

Iowa – Iowa State Fair (7 – 17 August)

The internationally acclaimed Iowa State Fair attracts more than a million fun-lovers during its 11-day run in August. Held in Des Moines the Fair is a proud tradition since 1854 (turning 160 in 2014), and inspired the original novel "State Fair," three motion pictures and Rodgers and Hammerstein's Broadway musical. Special features include one of the world's largest livestock shows, the country's largest state fair foods department, the state's largest arts show, hundreds of competitive events, over 600 exhibitors and concessionaires selling quality and tasty treats (more than 50 of the them served up on-a-stick!), and 160 acres of campgrounds**.** www.iowastatefair.org / www.traveliowa.com

Idaho – Caldwell Night Rodeo (12 – 16 August)

The Caldwell Night Rodeo is listed among the top 20 professional rodeos in the nation and draws crowds of 40,000 over five nights. The best professional cowboys in the world make the Caldwell Night Rodeo an annual stop in their schedule. It has been featured on nationwide television and is one of the rodeos listed on the professional rodeo tour. Professional rodeo action consists of two types of competitions - rough stock events and timed events - and an all-around cowboy crown. www.caldwellnightrodeo.com / www.visitidaho.org

New Mexico – Santa Fe Indian Market (18 – 24 August 2014)

The Santa Fe Indian Market is a 93-year-old Native art market. It is the largest and most prestigious Native arts market in the world and the largest cultural event in the southwest. With over 1,100 Native artists from the U.S. and Canada selling their artwork, the Indian Market attracts 150,000 visitors to Santa Fe from all over the world. From families with young children to avid art collectors, Santa Fe Indian Market attracts international visitors from all walks of life with the opportunity to buy directly from the artists. For many visitors, this also provides a rare opportunity to meet the artists and learn about contemporary Indian arts and cultures. The majority of events are free and open to the public www.swaia.org/Indian_Market / www.newmexico.org

Minnesota – State Fair (21 August – 1 September)

What began in 1854 as a fair to highlight agriculture and encourage farming in the region became the Minnesota State Fair in 1859, a year after Minnesota was granted statehood. Today, often referred to as the "Great Minnesota Get-Together," the annual Minnesota State Fair is one of the largest and best-attended in the world, attracting nearly 1.8-million visitors annually, showcasing Minnesota's finest agriculture, industry, art and state and national musical acts. www.mnstatefair.org

Nevada – Burning Man Festival (25 August – 1 September)

Once a year, tens of thousands of people from all over the world gather in Nevada's Black Rock Desert to create Black Rock City – a city dedicated to community, art, self-expression, and self-reliance. They depart one week later, having left no trace whatsoever. Described as an experimental community, Burning Man Festival incorporates plenty of partying, impressive fire displays, people donning eye-catching costumes and performing passionate dances until sunrise. Burning Man is not organized like a traditional festival with a schedule of events, but it is up to participants to decide what they'd like to do, making each year a truly unique experience. www.travelnevada.com

Washington State – Bumbershoot Festival (30 August – 1 September)

Bumbleshoot, the USA's largest urban arts festival, is taking place on 30 August - 1 September 2014 in the heart of the city at the Seattle Center. This festival has consistently drawn artists representing the best in music, film, comedy, spoken word, dance, theatre, performance, and visual arts to Seattle and welcomes over 100,000 visitors from all over the globe. Bumbershoot offers a versatile line up of local, national, and international artists in all arts disciplines and musical genres at different venues both indoor and outdoor. The 2014 lineup will be confirmed at a later date. www.bumbershoot.org / www.experiencewa.com

SEPTEMBER

Illinois – Annual International Route 66 Mother Road Festival in Illinois

Celebrate one of the USA's favorite roads at the Annual International Route 66 Mother Road Festival in Springfield, Illinois, September 2014. More than 1,000 cool cars roll into the state capital's historic downtown for festivalgoers to admire. After taking in these impressive machines, visitors can enjoy foods and treats that honor this famous road, as well as live music and entertainment. www.route66fest.com **/** www.discoverillinois.org

Maryland – Star-Spangled Spectacular, (September 6–16)

A star-spangled commemoration of the 200th anniversary of the Battle of Baltimore and the Star-Spangled Banner, featuring Francis Scott Key's immortal manuscript, will take place in Baltimore. Festivities kick off on 6 September 2014, with the annual Defenders' Day event at North Point. A week-long celebration featuring re-enactments, fireworks, parades, and a maritime festival will conclude with a televised event at Fort McHenry National Monument and Historic Shrine. http://starspangled200.org

Oregon – Pendleton Round-Up (second week of September)

The Pendleton Round-Up takes place each year during the second full week in September. It is one of the 10 largest rodeos in the world with more than 100 years of tradition and draws world-class competitors for bull riding, calf roping, steer wrestling, bucking broncos and barrel racing. Now a week-long celebration of western heritage that includes parades, concerts, a night pageant, and more, thrilling tens of thousands of cowboys and cowgirls (and those who want to be!) every year. www.pendletonroundup.com / www.traveloregon.com

South Dakota - Custer State Park Buffalo Roundup Weekend (26 – 29 September)

Witness one of the last great events of the Old West, the 49th annual Custer State Park Buffalo Roundup, on September 26, 2014. Watch cowboys on horseback and park crews in pickups round up the 1,300-head buffalo herd and drive them into the corrals; the event is followed by a chuck wagon lunch, a weekend art show in Custer State Park and the Crazy Horse Autumn Volksmarch from 28-29 September, a rare opportunity to come face to face with the face of Crazy Horse. www.crazyhorsememorial.org **/** www.travelsd.com

Michigan – ArtPrize (September 24 – October 12)

Every year, the whole city of Grand Rapids becomes an art gallery when hundreds of thousands of people from all over the world converge to experience, explore, and actively participate in the radically open and independently organized international art competition, ArtPrize. The city hums with creative energy for 19 days, across three square miles of downtown with art entries in locations including world-renowned museums and private galleries to public parks, restaurants and local coffee shops. It's all free and open to the public. www.artprize.org

OCTOBER

New Hampshire – Return of the Pumpkin People (October)

This is the month that the Jackson area of New Hampshire is populated with dozens of "Pumpkin People" or "Pumpkin Animals" all dressed up ready to entertain and amuse resident holidaymakers. Guests and local residents wait for this event to kick start every fall season in which pumpkins are used as the heads of figures. Visitors will find eerie Pumpkin People at local inns, businesses, restaurants, attractions and even private homes.

www.jacksonnh.com/event/81/Return-of-the-Pumpkin-People **/** www.discovernewengland.co.uk

Virginia – Wine Month (1 October – 31 October)

During October, Virginia's 220-plus wineries invite visitors to "find your local crush" during festivals and special wine events across the state, many of which are new each year. Virginia's unique winery experiences include kayaking to a winery, enjoying bluegrass music while sipping local wines, and sampling regional wines at a National Park. With wineries celebrating the harvest amid 15 million acres of foliage bursting into color, October is the ideal time to sample some award-winning Virginian wine. www.virginia.org/vinemonth

Mississippi – Cruisin' the Coast (5 – 2 October)

Cruisin' the Coast on the Mississippi Gulf Coast is an annual week-long festival celebrating antique, classic and hot rod vehicles, with nostalgic music along a 30-mile stretch of beachside highway with designated stops for mini festivals with live bands. www.cruisinthecoast.com **/** www.visitmississippi.org

Colorado – Telluride Horror Show (10 – 12 October)

The 4th Annual Telluride Horror Show is a three day genre film festival in world-famous Telluride, Colorado. For three days, film fans will experience the latest horror, fantasy, and sci-fi films in Telluride's historic Sheridan Opera House and Nugget Theatre. The festival screens an average of 20 feature films and over 30 short films, and hosts special programs, guests, and events. If you love genre flicks

then you don't want to miss this fest. www.colorado.com

Kentucky – Centennial Festival of Riverboats (14 – 19 October)

The Belle of Louisville, the oldest operating Mississippi River style steamboat in the country will be celebrating its 100th birthday on from the 14 -19 October, 2014. Celebrate the USA's rich Southern heritage with a cruise on the mighty Ohio River during Louisville's Centennial Festival of Riverboats. Nine historic riverboats will provide the backdrop as Louisville plays host to a six-day festival of food, traditional Kentucky bourbon, music and art at the internationally-acclaimed Waterfront Park. Visitors will enjoy live music, sample the finest spirits in the world and experience history. www.festivalofriverboats.com **/** www.kentuckytourism.com

West Virginia – Bridge Day (18 October)

Bridge Day in West Virginia is one of the largest extreme sport festivals in the world. It is held on the third Saturday of October every year in Fayetteville. Over 200,000 visitors from all over the world attend to watch base jumpers leap from the New River Gorge Bridge, as well as to enjoy local activities, such as mountain biking and white-water rafting, associated with the event. The New River Gorge Bridge is 876 feet tall and is the world's second longest single-arch bridge, while the New River, flowing underneath it, bisects the entire Appalachian Mountain Range, separating it from North and South. www.wvtourism.com

NOVEMBER

Ohio – Mount Vernon Christmas Parade and Walk (11 November)

The annual Christmas Parade and walk is held on the Sunday after Thanksgiving. Holidaymakers wanting to make an early start on their Christmas shopping can find the downtown shops already open and ready for business and kids will also be thoroughly entertained by the carousel and train rides. This exciting parade features over 100 different floats with Santa making a grand appearance at the end. The event concludes with tree lighting and carol singing in the traditional Ohio way to embrace the holiday season cheer. www.discoverohio.com

DECEMBER

Arkansas – 76th Annual Christmas at the Capitol (December)

Holiday makers can celebrate Christmas in Arkansas with the annual Christmas at the Capitol celebration in Little Rock. Beginning with the official lighting ceremony at the start of the month, the festivities continue with the Big Jingle Jubilee Holiday Parade followed by fireworks, music and children's activities. For those that miss the start of these celebrations, visitors can enjoy the State Capitol Christmas lights throughout the month**.** www.arkansas.com

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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.