BRAND USA

NEWS RELEASE

Now Streaming: Brand USA Launches Giant Screen Film “America’s Musical Journey” on GoUSA TV

WASHINGTON, DC - November 21, 2019

International audiences can stream the film and new companion series, “America’s Treasures: Musical Cities” subscription-free, ahead of the holiday season

Brand USA, the destination marketing organization for the United States, announces the global streaming launch of “America’s Musical Journey,” presented in partnership with Expedia Group and Air Canada, on Brand USA’s travel entertainment network, GoUSA TV. The film, which first premiered in IMAX® and giant screen theaters in 2018, stars Grammy Award®-nominated singer and songwriter Aloe Blacc. Throughout the film, Blacc takes audiences on a cross-country adventure exploring the musical heritage of the United States and the cultural cities where American music was born. To celebrate the streaming launch, Brand USA will host premiere events in New Delhi and Mumbai, India, on Nov. 19 and Nov. 21, respectively.

Also coming to GoUSA TV today is “America’s Treasures: Musical Cities.” The new, four-episode series was created and produced by award-winning filmmakers MacGillivray Freeman Films, who also produced the documentary. The series is an extension of “America’s Musical Journey” and delves deeper into iconic music cities such as Memphis, Tennessee; New Orleans, Louisiana; Miami, Florida; and Chicago, Illinois.

- **Memphis:** Known as the home of blues and the birthplace of rock ‘n’ roll, viewers will discover awe-inspiring local street dancers and resident *Barney Stoll* who has been sky diving and jumping out of airplanes dressed as *Elvis* alongside the skydiving Elvis team.
- **New Orleans:** Viewers will uncover the tales behind the city that created jazz. From a vibrant live-music scene to the spicy, melting pot of French, African, and American culture and history, “The Big Easy” will dazzle taste buds and ear drums.
- **Miami:** In a city deeply tied to Latin-Caribbean heritage, Miami’s culture unfolds across traditional Latin Afro Cuban musical influences, such as salsa and merengue, to the modern electronic sounds of today. Emily Estefan, daughter of music icon, Gloria Estefan, is also featured.
- **Chicago:** A bustling metropolis with cultural pioneers such as jazz pianist Ramsey Lewis and dancers Eddie "*Pause Eddie*" Martin Jr., and Donetta Jackson. Eddie introduces viewers to a unique dance form called “Chicago Footwork” which combines African tribal influences, breakdancing, and tap.

“GoUSA TV offers us the ability to stream inspirational, USA-specific content to people around the world,” said Christopher L. Thompson, president and CEO of Brand USA. “‘America’s Musical Journey’ and ‘America’s Treasures: Musical Cities’ provide a lens into how our music is engrained in the fabric of cities and towns across the country and will motivate viewers to come and experience these destinations for themselves.”

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

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, and Amazon Fire TV.

About MacGillivray Freeman Films

MacGillivray Freeman Films is the world's foremost independent producer and distributor of giant-screen 70mm films with more than 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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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.