NEWS RELEASE

MacGillivray Freeman Films in Association with Brand USA Present the Ultimate Adventure Documentary “National Parks Adventure” Narrated by Academy Award® Winner Robert Redford

Laguna Beach, CA - February 04, 2016

MacGillivray Freeman’s new adventure documentary for IMAX® and giant screen theatres, **“NATIONAL PARKS ADVENTURE,”** opens globally on Friday, February 12th with a roll-out expansion release through the Fall. The film, produced in association with **Brand USA, the nation’s destination marketing organization,** and presented globally by **Expedia, Inc.** and **Subaru of America, Inc**., with major support from the **Giant Dome Theater Consortium**, takes audiences on the ultimate off-trail adventure into the nation's awe-inspiring great outdoors and untamed wilderness...

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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.