

# 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 diverse perspectives of real people with no subscription, fees, or logs required.

*National Parks Adventure* Trailer: [www.youtube.com/watch?v=FKFugaxqn4k](https://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, Equatorial 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-media.net.com/browser/categories/220ad6a2-2a0a-45ed-a0b6-d2b46692b27b](https://brandusa-media.net.com/browser/categories/220ad6a2-2a0a-45ed-a0b6-d2b46692b27b)

\*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, the destination marketing organization for the United States, was established by the Travel Promotion Act as the nation's first public-private partnership to promote the United States as a premier travel destination and to communicate U.S. travel policies and procedures to worldwide travelers. The organization's mission is to increase international visitation to the United States in order to fuel the U.S. economy and enhance the image of the United States worldwide. Formed as the Corporation for Travel Promotion in 2010, the public-private entity began operations in May 2011 and does business as Brand USA. According to studies by Oxford Economics, over the past ten years Brand USA's marketing initiatives have helped welcome 8 million incremental visitors to the United States, benefiting the U.S. economy with more than \$58 billion in total economic impact and supporting, on average, more than 37,000 incremental jobs a year.

For industry or partner information about Brand USA, visit [TheBrandUSA.com](https://TheBrandUSA.com) or follow us on [Facebook](#), [LinkedIn](#), and [X/Twitter](#). To discover more about the USA and the boundless diversity of American travel experiences and authentic, rich culture, please visit Brand USA's consumer website [VisitTheUSA.com](https://VisitTheUSA.com); follow Visit The USA on [Facebook](#), [TikTok](#), and [Instagram](#); and watch travel shows on [GoUSATV](#).

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