



Let's Get Some Buzz Going!

PR & Social Media Materials Now Available

There's no time like the New Year to create some early buzz for *America Wild: National Parks Adventure*--opening in more than 60 markets starting February 12! Now available on the [marketing resource site](#) are the PR and social media tools you'll need to start spreading the word.

Press Release & Production Notes

Let the media know the film is coming to your theatre by localizing the [press release template](#) and blasting it out to your press contacts. Don't forget those important calendar listings, too. Give reporters a sense of what it was like on the trail with the 250-pound IMAX camera by sharing the [production notes](#). The notes have 30 pages of fun insider details about the making of the film. (The notes can also be found on the [film website's press page](#))



Social Media Toolkit

The [Social Media Toolkit](#) offers both classic and innovative ways to reach and engage your social media communities. We've made it easy for you with sample Facebook/Twitter copy and a posting calendar, plus check out such fun promotional ideas as "Prairie Dog Peek-a-Boo" and "Park of the Week." Your audience will be OMG'ing right out of the gate. The toolkit is also packed with Facebook and Instagram videos, "Did you Know?" fun facts, inspirational quotes and holiday photos,

banners and much more. So dive in and start a conversation about the film with your communities!



Press Interviews with Filmmakers and Talent

If your local journalists need to speak with a filmmaker or film talent, we're happy to try to make it happen. Just email your request to [Shauna Badheka](#) and she'll check their availability.



Publicity Status Report

We are happy to report that we have long lead press coverage lined up in the following magazines: **En Route (Canadian Airlines), Smithsonian, Sunset, Conde Nast Traveler, AAA Westways, Backpacker, Scholastic Math, Scholastic Science, Coastal Living, Midwest Living, Cowboys & Indians**, and more--with a combined total circulation of more than 11 million.

New Action Shots Available

We had some requests for more action shots, so we've added new [images](#) to the resource site. These action shots are great for creating social media ads targeting niche groups like mountain bikers, ice climbers, etc. Also available are new close-ups of the film characters.



Ad Creative

Our [print](#), [digital](#), and [outdoor ad](#) templates are now available on the resource site. We created three different strands of artwork so we hope you'll find something that works for

you. The **elevator wrap** creative is also now available. The **TV spots** (:15 and :30) will be ready next week, followed by the **radio spots** (:15 and :30).



Thank you!

Let us know how we can help support your film launch. The MFF marketing team is here to talk through promotional ideas or help fulfill special requests, so please call on us!

See you on the trail!

Lori Rick, Mary Jane Dodge and **Shauna Badheka**

The MFF Marketing Team

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