



## Countdown Begins for the 100th Anniversary of the National Parks



### A Campaign as Big as the Outdoors

This week, on August 25, the U.S. National Park Service celebrated its 99<sup>th</sup> birthday, kicking off the one-year countdown to the 100<sup>th</sup> anniversary celebration of the parks next year. MacGillivray Freeman's *National Parks Adventure* is scheduled for global release on **February 12, 2016** to coincide with this historic centennial and play a major part in the festivities surrounding this important milestone.

**A celebration this big deserves a big marketing campaign!** 2016 will be here before you now it. We encourage you to start your film marketing plans early to make the most of this enormous opportunity! In this newsletter, we offer ideas and tools to help you get started.

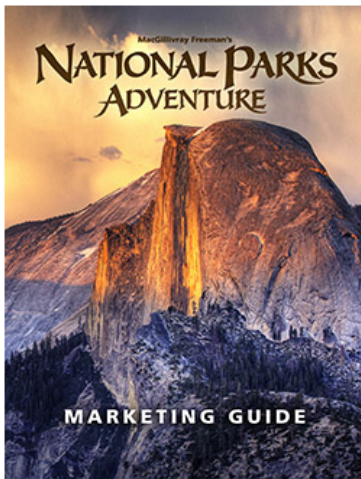
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## Film Marketing Tools

Download an early set of film marketing tools from our [Marketing Resource Site](#), including 30 images, the title treatment, a synopsis and a one-page sell-sheet. Log on to our splash page at [nationalparksadventure.com](http://nationalparksadventure.com) and check out the behind-the-scenes videos and photos. The poster art and trailer will be available next month.



## Get Inspired with the Film Marketing Guide



We're so excited about the promotional ideas in the film marketing guide that we're sending it to you before it's even finished--so you can start planning early! Ever thought about hosting the world's largest s'mores party? Or planting a giant redwood tree in your lobby? This guide offers 35 pages of great ideas for promotions, PR, partnerships and education that will help jumpstart your marketing plan. Download the guide at our [Marketing Resource Site](#).

## Big Brands Sponsor National Parks Centennial

In commemoration of the 2016 Centennial, the National Park Service and National Park Foundation have launched a public-engagement campaign called [Find Your Park](#). The campaign's corporate sponsors—**American Express, Subaru, Disney, Coca-Cola, REI, Humana, and Coleman**—have already begun incorporating centennial messaging into their advertising and communications, with much more planned for next year. Billboards and other outdoor ads promoting the campaign can now be found in 30 markets with more on the way. All part of a massive public awareness campaign leading up to the centennial next year!

**FIND YOUR  
PARK**





## Contacting A National Park Near You

Do you have a National Park nearby? You might be surprised how close one might be. Check out this link for a [list of all 408 national parks by state](#). The National Parks Service is ready to connect you with the local parks nearest you for developing cross promotions. For help finding the best local point-of-contact, contact **Donald Leadbetter**, Partnership Coordinator in the NPS Centennial Office, 202-208-2316, [donald\\_leadbetter@nps.gov](mailto:donald_leadbetter@nps.gov).



## Local State Tourism Offices



A natural partner for planning events and cross-promotions is your local State Tourism Office. In Salt Lake City, the **Clark Planetarium** is already working with the Utah State Tourism Office, the National Park Service's regional Utah office, and the Utah Governor's office to plan a big gala event and opening weekend. Local Park

Rangers are planning to visit local schools to give out up to 500 free IMAX tickets to 4<sup>th</sup> graders so they and their families can attend opening weekend.

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## Free Access for 4th graders

On September 1, the National Park Service will officially launch its **Every Kid in a Park Program** -- a national effort to bring 4 million 4th graders to the parks during the 2015–2016 school year. All 4th graders and their families will have free access to the Parks. What a great way to engage your local schools by cross-promoting this national program! Ideas for integrating the program into your educator outreach can be found in the **Film Marketing Guide**.



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## Upcoming Centennial Events and Programs

It seems like almost every day we hear of more programs being developed to celebrate the centennial next year. Here are some of the highlights:

- National Endowment for the Arts – “**Imagine Your Parks**” arts grant initiative
- U.S. Mint producing an NPS Centennial three-coin series
- National Geographic Channel – eight-part documentary focusing on wildlife
- National Geographic Magazine – parks coverage in every 2016 issue, including an entire issue dedicated to Yellowstone National Park
- The 2016 Rose Parade will have a Centennial theme
- Disney will **connect 500,000 kids** with the National Parks by 2017
- REI is donating 10% from proceeds from its **REI Adventures** to the Park Service



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**Thank you!**

Stay tuned for more Centennial updates and news in future newsletters. And help

celebrate the Park Service's 99th birthday with this fun list of **99 Ways to Find Your Park**. We look forward to working with you to make ***National Parks Adventure*** the must-see-film of 2016!

See you on the trail!

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

The MacGillivray Freeman Marketing team

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