



## 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 *National Parks Adventure*--opening February 12 in 41 markets! 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 making the film. (The notes can also be found on the [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 the film talent, we're happy to try to make it happen. Just email your request to [Shauna Badheka](#) and she'll check their availability.



## Confirmed Media Coverage

We are happy to report that we have long-lead press coverage lined up in the following magazines: **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**. We'll keep you posted as new coverage gets confirmed.

## New Action Shots Available

We've 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**.



## Coming Soon!

The **ad creative**, **educator guide** and **museum floor activities** (developed by Science Museum of Minnesota), **elevator wraps** and **TV/radio spots** (:15 and :30) will be ready

soon--stay tuned for updates.



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**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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