



Ads, TV Spots, Educator Materials

Download these new materials from the [marketing resource site](#) and be ready for the launch of *National Parks Adventure*--opening globally in more than 70 markets starting February 12!

Print, Digital, Outdoor, TV Ads

Our [print](#), [digital](#) and [outdoor](#) ads are now available in three different campaigns for you to choose from. Check out our new [animated ads](#) which can be customized to your theatre. If you prefer to create your own ads, please send them to [Lori Rick](#) for review. The [TV spots](#) (:15 and :30) are also ready for download--featuring narration by Robert Redford.



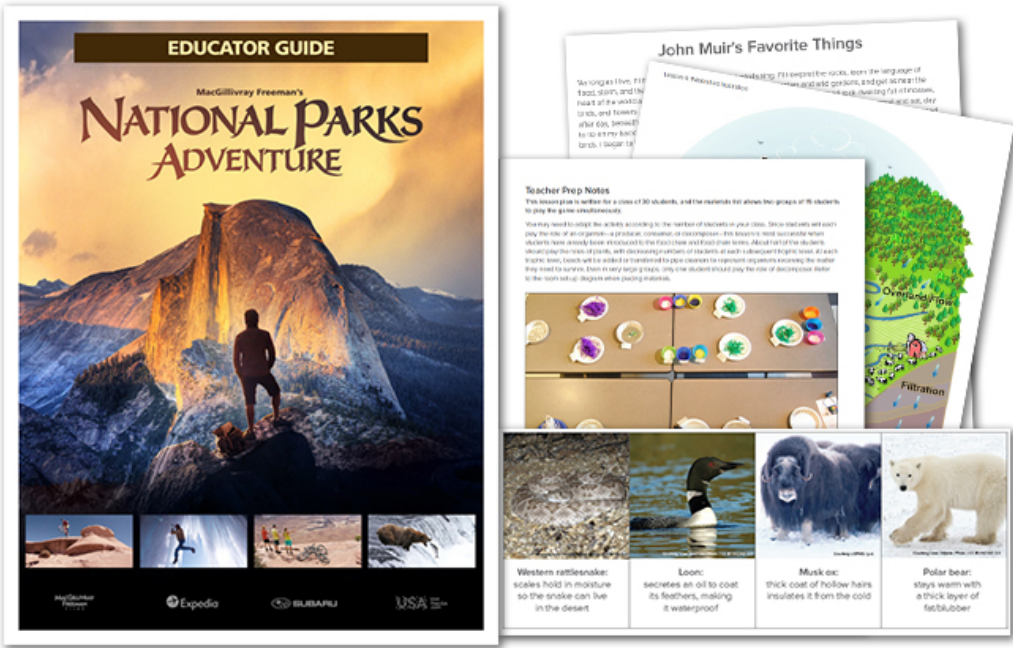
Elevator Wraps

Increase your theatre capture rate by placing fun, dramatic film [images on your elevator doors](#). Ever see a 4-foot tall prairie dog? We haven't either but we think he's kind of cute! There are 5 choices on the resource site. If you have your own favorite image from the film, feel free to use that as well.

Educator Guide

The [Educator Guide](#) consists of 10 lesson plans (K-8) developed by the Science Museum of Minnesota. The activities align with the NGSS standards and focus on the

natural sciences highlighted in the film, as well as geography, history and language arts. We've also posted a [Lesson Topic Outline](#) that identifies topics covered in each lesson for quick reference.



Museum Gallery Activities

Something new for us! We asked the Science Museum of Minnesota to develop a series of short, national-park-themed activities for museum educators to use on the floor in their gallery space. The resulting **Museum Gallery Activity Book** offers four fun activities that are certain to leave your visitors with a new appreciation for how seeds get dispersed, the tracking of organism populations, how incredibly diverse our national parks really are, and more!



Subaru, REI and Sierra Club Updates

If you have a **Subaru** dealer near you, we encourage you to pick up the phone and start a conversation about the film. Subaru of America recently sent a **promotional proposal** to its local dealers outlining ideas for partnering with local theatres. Invite your local dealer to see the film and become part of this historic film launch and centennial.



Official retail partner, **REI**, is also gearing up to promote the film with events and in-store signage in select markets, eblasts, social media support and a landing page on its **website**. Look for a package of REI water bottles and backpacks coming your way for use in your local promotions.

We've recently signed a partnership with the **Sierra Club**, the conservation organization founded by John Muir. We'll be contacting theatres in select markets with local Sierra Club chapters soon to propose ideas for cross-promotions.

Coming Soon!

The **radio spots** (:15 and :30) and **EPK** will be ready soon along with a "Fun Facts Slide Show" for use in your pre-shows.



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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