



In multiple  
formats:  
Blu-ray  
DVD  
Book

**SYNOPSIS:** AMERICA THE STORY OF US focuses on how events small and large are intrinsically linked to the exploration and innovation, leading us from the frontier to 21<sup>st</sup> century cities, from the Mississippi to the moon, from Jamestown to 9/11 up to present day. Moving through time and space linking key events, people and locations, capturing the vast sweep of American history—bringing viewers on a journey through the forces that shaped the destiny of America.

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NEW RELEASE: **HISTORY**

# AMERICA THE STORY OF US

*The creative minds of Planet Earth present a breathtaking adventure for families*

- The most watched premiere in network history—seen by nearly 6MM viewers.
- From the creative minds behind *Planet Earth* and *A History of Britain*, featuring with breathtaking cinematography, aerial landscapes, and CGI.
- The largest event in the history of HISTORY, this 12-part series tells the story of America as a series of inventions.
- Releasing in time for back-to-school-set-ups – a perfect way for parents and children to spend “family night”.
- Featuring the vocal talents of American Icons: Rudy Giuliani, Sean Combs, Al Sharpton, Bill Maher, Buzz Aldrin, Colin Powell, Donald Trump, George Lopez, Vera Wang and many more.
- \$30 million dollar ad campaign includes:
  - National cinema advertising, cable television spots, radio promotions in top markets, and outdoor advertising
  - Online ads to hit top patriotic, family, and entertainment sites
  - Targeting family game players through video game console advertising
  - Social media outreach through: Twitter feeds from Martha Stewart, Donald Trump, Tom Brokaw, Newt Gingrich, and others plus blogger reviews and giveaways, the “Ultimate History Quiz” online game, and exclusive digital sneak peeks.

## DVD PRODUCT INFORMATION

BONUS: Additional Footage

SRP: \$39.95 U.S., \$44.95 CAN

FORMAT: 3-pk

PACKAGING: Triple Amaray Swing

LENGTH: 9 hrs., 12mins + extras

GENRE: Documentary

YEAR: 2010

LANGUAGE: English

COLOR: Color

WIDESCREEN: Yes

AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

## BD PRODUCT INFORMATION

SRP: \$49.95 U.S., \$56.95 CAN

FORMAT: 3-pk

PACKAGING: BD Triple Amaray Swing

LENGTH: 9 hrs., 12mins + extras

GENRE: Documentary

YEAR: 2010

LANGUAGE: English

COLOR: Color

WIDESCREEN: Yes

AUDIO FORMAT: 5.1

UNITS PER CARTON: 30

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