
PRESS KIT | FEBRUARY 2026

CALIFORNIA

WHERE EVERY STOP BECOMES A STORY

A nine-film cinematic series capturing California's rural regions through original 60-second films set to music. Produced by More Than Just Parks in partnership with Visit California.

9

FILMS

8

REGIONS

38

LOCATIONS

RELEASE WINDOW

February 18 – April 15, 2026



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ask@morethanjustparks.com



CENTRAL VALLEY | ALMOND BLOSSOMS

PROJECT OVERVIEW

The Campaign

California: Where Every Stop Becomes a Story is a nine-film cinematic series and photography campaign produced by More Than Just Parks in partnership with Visit California. Filmed over the course of a year across all four seasons, the project captures 38 destinations in all eight of the state's designated rural tourism regions. Produced in collaboration with Visit California and all eight regional tourism partners, it is the most comprehensive visual portrait of California's rural landscape ever produced.

Each film is a 60-second cinematic portrait set to music — designed to immerse viewers in the texture and rhythm of a region rather than narrate it. The approach favors movement, natural light, and human-scale moments over traditional destination marketing.

The series launches February 18, 2026 with a statewide overview film, followed by eight weekly regional premieres running through April 15 across Visit California's global channels.

KEY FACTS

CAMPAIGN	California: Where Every Stop Becomes a Story
FORMAT	Nine 60-second cinematic films (1 overview + 8 regional)
STYLE	Music-driven, cinematic — no narration or voice-over
PRODUCTION	Filmed on location across 38 destinations over 12 months
PARTNERS	More Than Just Parks × Visit California
COVERAGE	8 rural tourism regions, 38 locations statewide
LAUNCH	Feb 18 (overview film) through Apr 15, 2026
CONTACT	ask@morethanjustparks.com

Weekly Premiere Schedule

One new film drops every week across Visit California's global channels and partner channels.

OVERVIEW FILM — ALL EIGHT REGIONS

Feb 18

All eight regions in one cinematic overview



Deserts

Death Valley, Mojave Preserve, Joshua Tree, Route 66, Palm Canyon

Feb 25



North Coast

Stout Grove, Avenue of the Giants, Bowling Ball Beach, Clear Lake

Mar 4



Shasta Cascade

Bizz Johnson Trail, Lassen Volcanic NP, Lava Beds NM, Olsen Barn Meadow

Mar 11



Central Valley

Almond Blossoms, Harney Lane Winery, Knights Ferry Bridge, Sequoia NP, Yosemite NP

Mar 18



Gold Country

Calaveras Big Trees, Delfino Farms, Foresthill Bridge, Tower Bridge, American River

Mar 25



Central Coast

Henry Cowell Redwoods, Highway 1/Big Sur, Pismo Beach, Santa Barbara, Vega Vineyard

Apr 1



High Sierra

Lake Tahoe, Convict Lake, Ancient Bristlecone Pine Forest

Apr 8



Inland Empire

Big Bear, Johnson Valley OHV, Palm Canyon, Mojave Preserve, Route 66, Joshua Tree

Apr 15

STATEWIDE COVERAGE

38 Locations Across California



- Deserts
- Central Coast
- North Coast
- Central Valley
- High Sierra
- Gold Country
- Shasta Cascade
- Inland Empire

From the Series

High-resolution images available for editorial use. Credit: More Than Just Parks / Visit California. Contact ask@morethanjustparks.com for the full downloadable gallery.



● **DESERTS**
Route 66, California



● **HIGH SIERRA**
Lake Tahoe at sunset



● **NORTH COAST**
Redwood groves



● **SHASTA CASCADE**
Lassen Volcanic



● **CENTRAL COAST**
Pismo Beach



● **INLAND EMPIRE**
Johnson Valley OHV

Who We Are

More Than Just Parks

More Than Just Parks is an award-winning filmmaking and storytelling studio dedicated to showcasing America's natural, cultural, and historic landscapes. Founded by brothers Will and Jim Pattiz, MTJP has created large-scale content campaigns for state tourism boards, conservation organizations, and land agencies across the country.

Their work is recognized internationally for its cinematic quality and its commitment to stewardship and place-based storytelling. The California series represents their most ambitious statewide project to date — 12 months of production across 38 locations in 8 rural regions.

Visit California

Visit California is a nonprofit organization dedicated to advancing statewide marketing initiatives, in collaboration with the travel industry, to inspire visitation across California.

This partnership reflects Visit California's commitment to showcasing the full breadth of the state's travel experiences, with emphasis on rural regions offering world-class scenery, adventure, and cultural authenticity beyond the gateway cities.

FROM THE FILMMAKERS

“California is one of the most visually and culturally diverse places on Earth, and its rural regions are the heart of that story. Working alongside Visit California and the local partners who know these communities best allowed us to capture a deeper, more authentic portrait of the state. We're excited to take travelers beyond the familiar gateways and into the landscapes and places that make California the Golden State.”

— Will & Jim Pattiz

Co-Founders, More Than Just Parks

Press & Media Access

The following resources are available to credentialed media for editorial coverage. All assets are cleared for press use with appropriate credit.

HIGH-RESOLUTION PHOTOGRAPHY

A curated selection of hero images from all eight regions. Includes landscape, aerial, and detail shots.

Credit: More Than Just Parks / Visit California

B-ROLL & FILM SCREENERS

Pre-release screener access available for select media. Individual regional films available upon request after premiere. Overview film available February 18.

Contact ask@morethanjustparks.com for screener access

CAMPAIGN HUB

A dedicated campaign page will host the full series as each film premieres, along with featured locations and links to regional partners.

URL forthcoming — contact ask@morethanjustparks.com

INTERVIEW REQUESTS

Will and Jim Pattiz are available for interviews about the production and the experience of documenting California's rural regions over 12 months.

Contact ask@morethanjustparks.com to schedule

PRIMARY CONTACT

ask@morethanjustparks.com

For press inquiries, partnership details, high-resolution assets, or B-roll requests.