

# KOA Partners with DreamWorks Animation to Promote 'Spirit Untamed'

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Kampgrounds of America announces partnership with the breathtaking new feature film adventure, in theaters June 4, 2021

KOA NEWS SERVICE (May 11, 2021) – Kampgrounds of America Inc. (KOA) is teaming up with DreamWorks Animation in celebration of *Spirit Untamed* to launch an integrated-marketing campaign to inspire campers and moviegoers to get into the “spirit” of camping. Sure to delight and thrill viewers of all ages, *Spirit Untamed*, in theaters June 4, 2021, is an epic adventure about Lucky Prescott, a headstrong girl who discovers a kindred spirit in a wild horse, experiences the freedom of the outdoors and learns the importance of family and friends.

With 525 locations across the US and Canada, KOA is an expert in the power of the great outdoors and its ability to connect people of ages to nature and those closest to them. This synergy made a partnership between DreamWorks Animation and KOA an easy decision.

“We are very excited to help promote and share this wonderful family movie,” said Whitney Scott, KOA’s chief marketing officer. “Lucky’s story of finding herself in the great outdoors with the help of her new friend Spirit supports KOA’s belief that the outside changes us on the inside. The integration is an easy one for us.”

The partnership focuses on a fully integrated marketing campaign across a number of tactics. These include giveaways, a co-branded webpage, email, and paid media. The partnership also includes special *Spirit Untamed* co-branded merchandise available exclusively at KOA campgrounds. Sweatshirts, shirts, and other collectibles featuring *Spirit Untamed* and KOA will be available to purchase at select KOA locations. All KOA locations will also have exclusive *Spirit Untamed* activity sheets that will be available to registered guests.

“To be able partner with a leader in the film industry like DreamWorks Animation in such a meaningful way really points to the recognition of the KOA brand,” said Scott. “More than that, we’re helping bring visibility and value to our campgrounds that wouldn’t be possible on a local level.”

*Spirit Untamed* is the next chapter in DreamWorks Animation’s beloved franchise that began with the 2002 Oscar-nominated film *Spirit: Stallion of Cimarron* and includes an Emmy-winning TV series. The film is directed by Elaine Bogan (Netflix and DreamWorks Animation Television’s *Trollhunters: Tales of Arcadia*) and is produced by Karen Foster (co-producer, *How to Train Your Dragon*). The film’s co-director is Ennio Torresan (head of story, *The Boss Baby*), and the film’s score is by composer Amie Doherty (Amazon’s *Undone*, DreamWorks Animation’s *Marooned*).

The trailer features Taylor Swift’s newly recorded song “Wildest Dreams (Taylor’s Version)”. For now, this is the only place fans can hear Swift’s new version of her hit song.

## About Kampgrounds of America:

[Kampgrounds of America](#), Inc. (KOA) is the world’s largest system of open-to-the-public campgrounds with 525 locations across the U.S. and Canada united under the mission of “connecting people to the outdoors and each other.” The industry leader in outdoor hospitality, KOA’s family of campground brands – KOA Journey, KOA Holiday and KOA Resort – offer sites and amenities designed for every type of camping experience. The company was founded in 1962 in Billings, Mont., and today serves more than a million camping families each year, who rely on the standards of excellence and unique outdoor adventures KOA is known for. For more information, visit [KOA.com](#).

## About Spirit Untamed

An epic adventure about a headstrong girl longing for a place to belong who discovers a kindred spirit when her life intersects with a wild horse, *Spirit Untamed* is the next chapter in the beloved story from DreamWorks Animation.

Lucky Prescott (Isabela Merced, *Dora and the Lost City of Gold*) never really knew her late mother, Milagro Navarro (Eiza González, *Fast & Furious Presents: Hobbs & Shaw*), a fearless horse-riding stunt performer from Miradero, a small town on the edge of the wide-open frontier.

Like her mother, Lucky isn’t exactly a fan of rules and restrictions, which has caused her Aunt Cora (Academy Award® winner Julianne Moore) no small amount of worry. Lucky has grown up in an East Coast city under Cora’s watchful eye, but when Lucky presses her own luck with one too many risky escapades, Cora picks up stakes and moves them both back with Lucky’s father, Jim (Oscar® nominee Jake Gyllenhaal), in Miradero.

Lucky is decidedly unimpressed with the sleepy little town. She has a change of heart when she meets Spirit, a wild

Mustang who shares her independent streak, and befriends two local horseback riders, Abigail Stone (Mckenna Grace, *Captain Marvel*) and Pru Granger (Marsai Martin, *Little*). Pru's father, stable owner Al Granger (Emmy winner Andre Braugher, Fox's *Brooklyn Nine-Nine*), is the best friend of Lucky's father.

When a heartless horse wrangler (Emmy nominee Walton Goggins, FX's *Justified*) and his team plan to capture Spirit and his herd and auction them off to a life of captivity and hard labor, Lucky enlists her new friends and bravely embarks on the adventure of a lifetime to rescue the horse who has given her freedom and a sense of purpose, and has helped Lucky discover a connection to her mother's legacy and to her Mexican heritage that she never expected.

*Spirit Untamed* is the next chapter in DreamWorks Animation's beloved franchise that began with the 2002 Oscar-nominated film *Spirit: Stallion of Cimarron* and includes an Emmy-winning TV series. The screenplay is by Aury Wallington (Netflix and DreamWorks Animation Television's *Spirit Riding Free*) and Kristin Hahn (*Dumplin'*). The film is directed by Elaine Bogan (Netflix and DreamWorks Animation Television's *Trollhunters: Tales of Arcadia*) and is produced by Karen Foster (co-producer, *How to Train Your Dragon*). The film's co-director is Ennio Torresan (head of story, *The Boss Baby*), and the film's score is by composer Amie Doherty (Amazon's *Undone*, DreamWorks Animation's *Marooned*).