



Curtis Sees the World

A Travel Video Series Sponsored by Expedia

The Concept

Media Agents presents *Curtis Sees the World*, an inspiring travel video series in which our host, Curtis Taylor, shows us how to appreciate the world in ways we overlook. Warm-hearted, good-humored and **blind from the age of 19**, Curtis is our guide to experiencing and fully appreciating destinations using senses beyond sight. Destinations like:

- Niagara Falls, where we go not just to see the Falls, but to hear them roar and feel their rumble.
- A museum in Amsterdam in which we're allowed to run our fingers over famous pieces of sculpture, at last feeling them as their creators did.
- Exploring New Zealand, where we feel the rush of a bungee jump, swim with dolphins and warm up in a mud bath in a Maori village.

Hear Curtis describe an experience he had recently at the Singapore Zoo:

“When I climbed on the platform at the zoo and held out carrots and celery, I could feel the giraffe's muzzle as it took the food from my hand. That made it very real. The staff person at the zoo encouraged me to hold a carrot next to my ear so that the giraffe would "kiss" me when taking the food. When feeding an elephant later in the afternoon, it was strange and wonderful to feel the breath of the huge creature and to feel its trunk snatch fruit from me. I teared up getting to experience the zoo animals like that. I often don't know what kind of experiences I'm going to have until I get somewhere to check it out...”

With Curtis in the lead, we might break bread in a Paris bakery, burn incense at a Buddhist temple in Thailand, listen to the mad bustle of Grand Central Station at rush hour – all to experience the tastes, scents, sounds, and touch that the sighted tourist might otherwise overlook and under-appreciate. After viewing *Curtis Sees the World*, we will want to experience all that first hand. And that's where Expedia comes in.

Why Expedia?

As the world's leading travel platform, the Expedia Group offers a wide range of innovative offerings designed to bring the world within reach. With travel bookings of 92 billion dollars and 322 million room nights in 2017-2018 alone, the Expedia



Group is the perfect candidate to sponsor this unique video series that will excite travelers about visiting destinations worldwide.

Furthermore, the Expedia Group is committed to making travel accessible to all. One proof point: its collaboration with the National Federation of the Blind to make Expedia websites accessible to users of various disabilities. *Curtis Sees the World* is the perfect venue in which to raise public awareness of Expedia's commitment to accessibility.

Formats and Distribution

At each destination, Media Agents will produce video and audio content to create Expedia Group branded deliverables that could range from:

- Short "teaser" clips - 10 to 30 seconds - promoting the series and episodes;
- Longer "full-length" videos - 2 to 20 minutes - that highlight a single or multiple travel experiences at a destination.
- Audio podcasts for audiences that prefer that media experience over video.

We will design each deliverable to be highly compelling on its intended distribution channel: social media (Instagram, Facebook, etc.), Expedia Group web sites, Expedia's YouTube channel, iTunes, etc.

Throughout, our goal will be to excite travelers and drive them to Expedia offerings.

About Curtis Taylor



Curtis lost his sight to juvenile rheumatoid arthritis at age 19. However, he chose not to let his impairment slow him down. Curtis is now a highly regarded and awarded Professor of Economics at Duke University in North Carolina. But, he's not just brains. Let's add that he is an avid swing dancer, marathon runner, bicyclist and stand-up performer. Here is a link to a clip from Curtis's winning performance at the Monti Story Slam, in which he relates his incredible cross-country bike ride with his son in 2016:

<https://youtu.be/9W7Nn1wEvE0>

It's clear that Curtis has the head, humor and passion for conveying how to truly appreciate life.



About Media Agents Inc.

Media Agents Inc. is full-service video design and production company with over 18 years of experience producing videos in locations worldwide. We have extensive experience providing our services to world leading organizations including Dell Technologies, Intel, Microsoft, Fred Hutchinson Cancer Research Center, the American Red Cross, Siemens and NTT Data.

Our videos are nonfiction success stories featuring interviews with real people (non-actors) on locations worldwide. We design our videos for distribution on websites, social media and at events to drive audiences to our client’s brand, product or service. We pride ourselves on being collaborative, honest, easy to team with and obsessed with producing work that our clients love.

Media Agents has been owned and managed in Seattle since inception by Andrew Bradner, Executive Producer, and Mike Sunseri, Creative Director. Please feel free to contact either one of us at the email addresses below. We are excited to discuss the tremendous benefits that sponsoring *Curtis Sees the World* offers Expedia!

Best regards,



Andrew Bradner
Executive Producer

Email for Andrew@mediaagentsinc.com

A handwritten signature in black ink, appearing to read "ABR".



Mike Sunseri
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