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Pair of PITCH PERFECT Films Brought \$40 Million to Louisiana's Economy

Popular Movies are Emblematic of the State's Booming Film and TV Economic Sector

WASHINGTON, D.C. – Today, new economic data reveals that the productions of PITCH PERFECT and PITCH PERFECT 2 spent a combined \$40 million in Louisiana and hired close to 800 resident Louisiana workers while filming. The productions also combined to purchase over 7,000 hotel room nights. The PITCH PERFECT franchise is a homegrown original film series from Universal Pictures and Gold Circle Entertainment that was produced by Gold Circle and Brownstone Productions and distributed by Universal Pictures worldwide.

While the productions of PITCH PERFECT and PITCH PERFECT 2 utilized vendors throughout the entire state, both movies were shot entirely in Louisiana, including Baton Rouge locations such as Louisiana State University, the Old Louisiana Governor's Mansion, the Baton Rouge River Center, Baton Rouge Community College, Southern University and Baton Rouge Magnet School. PITCH PERFECT 2 also constructed a complete concert stage in Highland Park and hosted over 3,000 extras nightly for nearly one week.

Overall, Louisiana's motion picture and television industry is thriving. A recent [statewide economic and fiscal impact analysis](#) conducted by HR&A Advisors, Inc. details that the industry – driven by the Louisiana State Motion Picture Investor Tax Credit - supported up to 33,520 jobs and generated up to \$1.2 billion in personal income and \$4 billion total economic output in 2013.

MPAA Chairman and CEO Senator Chris Dodd stated, “The economic impact from productions like PITCH PERFECT and PITCH PERFECT 2, along with the entire local motion picture and television industry, spans across all of Louisiana, providing jobs for local workers and business for local vendors. These figures are the latest reminder of the sheer number of hardworking men and women in Louisiana behind every scene in these two entertaining and popular movies.”

Partner of Gold Circle Entertainment and Executive Producer of the PITCH PERFECT films Scott Niemeyer states, “Louisiana's diverse shooting locations and developing infrastructure, combined with its competitive incentive program and wealth of indigenous talent,

made the state the ideal home for the PITCH PERFECT franchise. Our decision to shoot these films entirely in my home state of Louisiana, with support from the local workforce and collaborative business community, is a testament to the stability of the region's creative economy and a nod to a prosperous future for the state's entertainment ecosystem."

Key economic impact figures from the productions of PITCH PERFECT and PITCH PERFECT 2 include:

- Combined \$40 million expenditures in Louisiana while filming
- Employed almost 800 Resident Louisiana workers
- Purchased over 7,000 hotel room nights

About the MPAA

The Motion Picture Association of America Inc. (MPAA) serves as the voice and advocate of the American motion picture, home video and television industries from its offices in Los Angeles and Washington, D.C. Its members include: Walt Disney Studios Motion Pictures; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; and Warner Bros. Entertainment Inc.

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