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GoPro Announces Partnership with USC School of Cinematic Arts, Invests in Next Generation of Filmmakers

GoPro will be integrated into SCA curriculum with workshops, mentorship, and donation of cameras and equipment

SAN MATEO, Calif., Oct. 15, 2015 /PRNewswire/ -- [GoPro, Inc.](#) (NASDAQ:GPRO), enabler of some of today's most engaging content, today announced the University of Southern California School of Cinematic Arts (SCA) is a flagship partner in the creative community as it kicks off [GoPro Awards](#). Announced yesterday, GoPro Awards is GoPro's [always-on content platform](#) that rewards the GoPro community for sharing their best GoPro photos, raw video clips and video edits for inclusion in GoPro Channel programming, licensing and more. As part of the program with USC, GoPro provided cameras and accessories to film school students and will begin guided workshops, education and one-on-one mentorship this fall.

"As user generated content evolves into mainstream entertainment, GoPro wants to work with the best creators in the world to enable high quality, sophisticated storytelling," said Zander Lurie, SVP of Entertainment at GoPro. "Our program with universities such as USC's School of Cinematic Arts is one of the best ways to achieve that goal. We're excited to see the great things students will create with the help of GoPro and we hope some of them will even join the GoPro team and work with us someday."

Together at USC earlier today, GoPro CEO Nick Woodman and USC's Dean Elizabeth Daley announced this unique partnership before a live audience of GoPro employees, USC's Cinematic Arts students, alumni and friends. In addition to the camera donation and workshops, it was announced that GoPro will showcase top talent from USC on its GoPro Awards platform and students will also be eligible to receive monetary rewards through the program.

"We're excited to welcome GoPro to the School of Cinematic Arts," said Elizabeth Daley, Dean of USC's School of Cinematic Arts. "Our students are some of the most talented in the world, and we're always working to make their experience richer and more diverse. Adding GoPro to the mix does exactly that. As entertainment platforms for short-form content continue to diversify on film, mobile and television, we're hopeful this partnership will help to make our students' most fascinating ideas a reality. We're looking forward to what they create with their GoPros."

For more information on GoPro and its HERO line of cameras and accessories, visit [GoPro.com](#).

About GoPro, Inc. (NASDAQ:GPRO) GoPro, Inc. is transforming the way people capture and share their lives. What began as an idea to help athletes self-document themselves engaged in their sport has become a widely adopted solution for people to capture their pursuit of their interests, whatever they may be. From extreme to mainstream, professional to consumer, GoPro enables the world to capture and share its passion. And in return, the world has helped GoPro become one of the most exciting and aspirational companies of our time.

For more information, visit [www.gopro.com](#) or connect with GoPro on [YouTube](#), [Twitter](#), [Facebook](#), [Pinterest](#), [Instagram](#), or [LinkedIn](#).

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