



Jo Jensen led the marketing and distribution of Freethink's original documentary, HONOR FLIGHT. The film follows the story of four WWII veterans as they fulfill their dream to journey from Milwaukee, WI, to see their WWII Memorial in Washington, DC, with the Stars and Stripes Honor Flight nonprofit. Partnering with influencers and national brands like Kevin Bacon, Aaron Rodgers, Breitling, and The Library of Congress, the team organized hundreds of movie screenings and activated moviegoers to donate and volunteer with their local Honor Flight chapters. This social impact campaign led to hundreds of screenings, raised millions of dollars for local Honor Flight chapters across the country, and resulted in HONOR FLIGHT earning the #1 best-selling documentary on iTunes and Amazon.

HONOR FLIGHT PREMIERE SETS GUINNESS WORLD RECORD

The Guinness World Record for the largest film screening attendance was broken at the world premiere of HONOR FLIGHT in 2012 at Miller Park Stadium, Milwaukee, Wisconsin, USA, with 28,442 attendees. The film, directed and produced by Freethink, featured the evolution of the Stars and Stripes Honor Flight chapter and documented veterans' experience on their journey to Washington, DC, to see their World War II memorial for the first time. The previous record was 27,022 attendees in Brazil.



Kevin Bacon
@kevinbacon

"Everyday is a bonus." The documentary [#HonorFlight](#) tells the touching stories of WWII veterans [#GotYour6](#) [#DoMore](#) bit.ly/MZLJJO

