

**FOR IMMEDIATE RELEASE**

## **WPA FILM LIBRARY Rebrands to MPI Stock Footage Archive: A New Era of Visual Storytelling**

**Orland Park, June 10, 2024** – Celebrating 35 years of excellence in cinematic preservation and accessibility, WPA Film Library proudly announces its transformative rebranding to MPI Stock Footage Archive. This new identity reflects a strategic repositioning and a commitment to pioneering visual storytelling for the modern era.

Since its inception in 1989, WPA Film Library has been a cornerstone in the world of stock footage, catering to filmmakers, documentarians, advertisers, and educators worldwide. The rebranding to MPI Stock Footage Archive marks not just a name change, but the ushering in of a new era of innovation and expansion.

"We are thrilled to embark on this exciting new chapter as MPI Stock Footage Archive," said Badie Ali, Executive Vice President at MPI Media Group. "Our rebranding signifies our dedication to innovation and our commitment to providing storytellers with unparalleled visual resources. With our collections, we aim to inspire creativity and drive meaningful narratives that resonate with audiences worldwide."

MPI Stock Footage Archive remains steadfast in its mission to provide filmmakers, content creators, and educators with access to the highest quality stock footage. With its expanded offerings and renewed focus on innovation, the organization reaffirms its position as a global leader in visual storytelling resources. Our new slogan, "Your Vision, Our Footage," encapsulates this commitment perfectly.

For more information about MPI Stock Footage Archive and to explore its extensive collection, including the new collections, please visit [www.mpistockfootage.com](http://www.mpistockfootage.com).

### **About MPI Stock Footage Archive:**

MPI Stock Footage Archive is a premier source for stock footage, boasting one of the industry's largest and most diverse collections. Our comprehensive online platform allows clients to search, preview, and select clips directly from our website. As a full-service archive, we have a knowledgeable and professional staff dedicated to helping you find the perfect shot for your production.

Our clientele spans the entire media landscape, including major motion picture studios, advertising agencies, television networks, as well as corporate, multimedia, and educational producers.