

PAINT THE TOWN RED BY THE NUMBERS



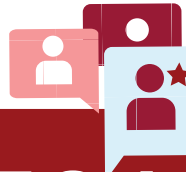
4 journalists and
4 social media influencers
attended the press trip



98
stories published



41
calendar listings

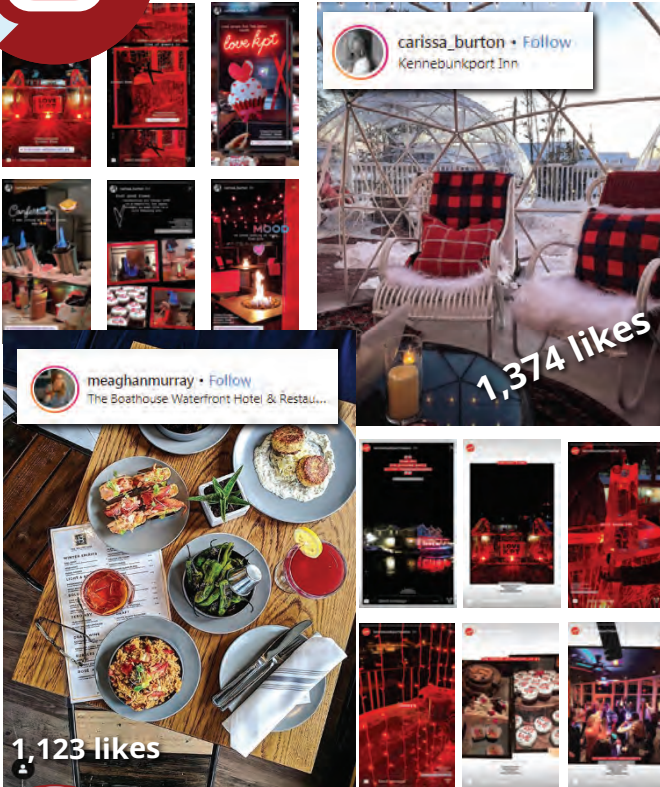


1
broadcast news story

1,250,584,081
total impressions



SOCIAL MEDIA HIGHLIGHTS



@carissa_burton
40.2K followers

TBH instagram takeover;
shared on personal



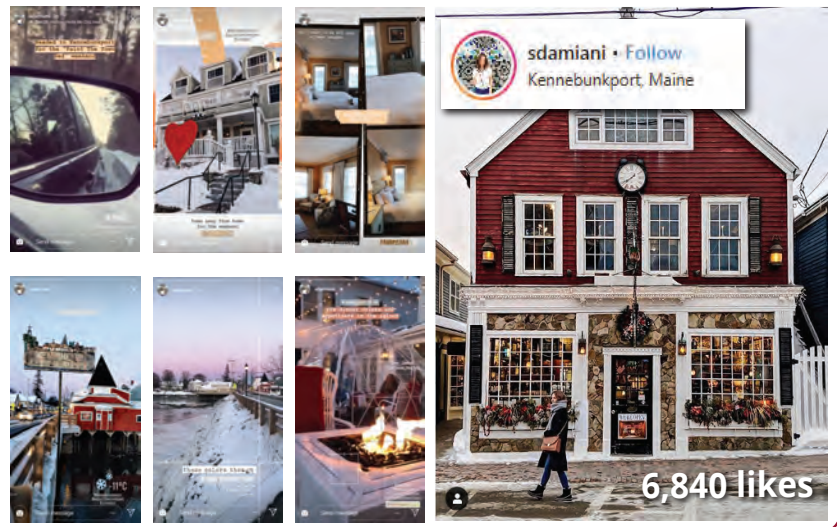
@meghanmurray
23.8K followers

KPT instagram takeover;
shared posts on personal



@sdamiani
84.6K followers

Shared posts on personal



sdamiani • Follow
Kennebunkport, Maine

6,840 likes



SOCIAL INFLUENCER COLLABORATION



@chelsea_roy_
172K followers

Shared on personal

- ♥ ABC's The Bachelor contestant, Chelsea Roy, officially cut the ribbon to kick-off Paint the Town Red 2019 which resulted in coverage on WGME 13 and The Boston Herald
- ♥ Social media coverage was posted before, during and after her stay
- ♥ Three static Instagram posts reached 162,587 accounts with engagement totaling 7,896 likes and 86 comments
- ♥ Day of coverage of 26 Instagram stories reached 258,111 accounts
- ♥ Post event coverage of 10 Instagram stories reached nearly 80,000 accounts



6,155 likes