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Press Summary 2023

Rainier R-Day 2023				
Campaign	**Editorial Breakdown**	**Reach (Unique Monthly Views via SimilarWeb)**	**Total AVE (Ad Value Equivalency)**	**Social Impressions**
Announcement	[VIEW REPORT]	1,299,940	$12,024.46	24,728
Pre-Coverage	[VIEW REPORT]	161,995,316	$1,498,456.66	3,214,274
Post Coverage	[VIEW REPORT]	-	-	882,741
Media Partnerships	[VIEW REPORT]	535,574	$4,954.06	143,088
Year To Date Totals		**163,830,830**	**$1,515,435.18**	**4,264,831**

Campaign Highlights:

The Seattle Times: From Sting to Weyes Blood, 6 anticipated Seattle concerts this month
FOX 13 Seattle - Seattle singer-songwriter Parisalexa to perform at Rainier Beer's 10th annual R-Day ***(Studio 13 Live segment)***
KIRO 7 (CBS-affiliate): Rainier Beer's "R-Day" Festival Returns - LIVE coverage, 4:55 PST on Wed, 7/19
KOMO (ABC-affiliate) Controversial SPD bodycam video, locked-up items on store shelves, plus finding trolls - Skip to 9:40 - 11:20 of *Sound On* segment
Curiosity (Seattle): The 10th Rainier Brewery R-Day returns this summer with music, brews & it's FREE
Seattle Refined: Artist of the Week: Parisalexa
Washington Beer Blog: R-Day returns to Seattle on Saturday, September 16th
Brewpublic: RAINIER'S R-DAY 2023 CELEBRATES ITS 10 YEAR ANNIVERSARY
AXIOS: Rainier beerfest returns to Seattle Saturday
Secret Seattle: This Weekend's R-Day Festival Celebrates All Things Rainier

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Post-Coverage:

Sam Horine (574K): Live coverage on IG Stories, 9/16
Megan Roe (130K): Live coverage on IG Stories, 9/16
Best of Washington (63K): Live coverage on IG Stories, 9/16 + IG Reel
Kirstie Fong Chan (16.6K): Live coverage on IG Stories, 9/16

Pre-Coverage:

WASH Magazine: Q&A: Parisalexa
FOX 13 Seattle: Things to do: Hispanic Heritage Month, Boats Afloat, R-Day & MORE!
Ever Out Seattle: This Week in Seattle Food News: A Drive-Thru Shake Shack, A New Shug's, and An Upcoming Ballard Bar
Secret Seattle: 12 Exciting Things To Do In Seattle This Weekend
Ever Out Seattle: The Best Bang for Your Buck Events in Seattle This Weekend: Sept 15–17, 2023
AXIOS: 1 weekend pick: beer drinkers' delight **-** Newsletter 9/14
Flipboard: Rainier beerfest returns to Seattle Saturday - Syndicated from AXIOS
Curiocity: 10 of the best things to do in & around Seattle this weekend (September 15-17)
Seattle Refined: What's Up This Weekend: Your PNW Events Guide Sept. 14-17
KOMO-TV: What's Up This Weekend: Your PNW Events Guide Sept. 14-17 - Syndicated from Seattle Refined
The Emerald Palate: Seattle events this week - Newsletter 9/10
Ever Out Seattle: The Top 34 Events in Seattle This Week: Sept 11–17, 2023
107.7 The End Locals Only: Red Fang Interview - Live 9/10
KOMO-TV: Artist of the Week: Parisalexa - Syndicated from Seattle Refined
Seattle Met: Things to Do in Seattle
Ever Out Seattle: Cheap & Easy Seattle Events
Sip Magazine: Rainier's R-Day Returns To Celebrate Its Ten Year Anniversary With Cherry Glazer, Red Fang, Parisalexa And Kexp's Larry Mizell Jr.
St. Joseph News-Press: Seattle singer-songwriter Parisalexa to perform at Rainier Beer's 10th annual R-Day - Syndicated from FOX 13
NBC Right Now (KNDO-TV) (Yakima, WA): Seattle singer-songwriter Parisalexa to perform at Rainier Beer's 10th annual R-Day - Syndicated from FOX 13
Yahoo News: Seattle singer-songwriter Parisalexa to perform at Rainier Beer's 10th annual R-Day - Syndicated from FOX 13
Yahoo Finance: Seattle singer-songwriter Parisalexa to perform at Rainier Beer's 10th annual R-Day

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Big Country News Connection: Seattle singer-songwriter Parisalexa to perform at Rainier Beer's 10th annual R-Day - Syndicated from FOX 13
Longview News-Journal: Seattle singer-songwriter Parisalexa to perform at Rainier Beer's 10th annual R-Day- Syndicated from FOX 13
Omak Chronicle: Seattle singer-songwriter Parisalexa to perform at Rainier Beer's 10th annual R-Day- Syndicated from FOX 13
The Victoria Advocate: Seattle singer-songwriter Parisalexa to perform at Rainier Beer's 10th annual R-Day- Syndicated from FOX 13
The Times and Democrat: Seattle singer-songwriter Parisalexa to perform at Rainier Beer's 10th annual R-Day
Flipboard: Seattle singer-songwriter Parisalexa to perform at Rainier Beer's 10th annual R-Day
Curiocity: 46 of the best things to do in and around Seattle this September
Everout: The Best Things To Do in Seattle This Month: September 2023
South Seattle Emerald: Arts in the South End: A September 2023 Roundup
Curiocity: 17 of the best free & cheap things to do in Seattle this September
Everout: R-Day 2023
Do206: RAINIER'S R-DAY 2023
BREWPUBLIC: RAINIER'S R-DAY 2023 CELEBRATES ITS TEN YEAR ANNIVERSARY
Events12: Rainier Beer festival

Media Partnerships:

Do206: Fall in Snoqualmie + Upcoming Shows Do206 - Newsletter 9/12
Do206: Win & Dance Your Way Into The Weekend - Newsletter 9/8
Do206: It's time for R-Day, Rainier's celebration of all things wonderful and weird. Come out to the 10th Anniversary event on 9/16 to see @cherryglazerr, @RedFang, @parisalexamusic & many more. Buy + WIN tickets now! - Twitter 9/5
Do206: Welcome back! Don't miss Rainier's R-Day 2023, returning to celebrate its ten-year anniversary on 9/16 at Georgetown with Cherry Glazerr, Red Fang, Parisalexa and KEXP's Larry Mizell Jr. win VIP tickets to their event on us - Newsletter 9/5
DoPDX: FEATURED AD - Newsletter 8/29
Do206: IN THE FUTURE - Newsletter 8/29
DoPDX: JUST ANNOUNCED - Newsletter 8/28
Do206: JUST ANNOUNCED - Newsletter 8/28
Do206: WIN VIP TICKETS TO RAINIER'S R-DAY 10-YEAR ANNIVERSARY - Newsletter 8/24
Do206: We are giving away VIP passes to @rainier_beer's R-Day 2023 and Rainier swag! - Instagram 9/24
Do206: Rainier's R-Day returns to celebrate its ten-year anniversary with @cherryglazerr, @RedFang, @parisalexamusic, & @larrymizelljr on 9/16. We're

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hooking up a winner with VIP tickets (which includes @Rainier_Beer swag). Enter to win! - Twitter 9/24

The Stranger: The sun is out, the skies are blue, the water is gleaming, and the mythic wild Rainiers are frolicking. It's time for R-Day, Rainier Beer's celebration of the unique spirit that inhabits the PNW region. With Cherry Glazerr, Helms Alee, Parisalexa and KEXP's Larry Mizell Jr. check link in bio for more info! - Instagram 9/15

The Stranger: Stranger Suggests: R-Day 2023, Northwest Trolls, Fremont, Natural Information Society, and the Best Gyro on Capitol Hill + Newsletter 9/13

Post-Coverage Social Successes:

Outlet	Type	Platform	Followers
@Samhorine	Live Coverage	Instagram	574,182
@Seattle.food.diva	Live Coverage	Instagram	134,323
@Best.ofwashington	Live Coverage	Instagram	78,301
@Best.ofwashington	Live Coverage	Instagram	78,301
@Kfclovesyou	Live Coverage	Instagram	17,097
WASH Magazine	Post Coverage	Instagram	537
		Total Potential Impressions	**882,741**

Pre-Coverage Social Successes:

Outlet	Type	Platform	Followers	Date
Fox 13 Seattle	Pre-Coverage	Facebook	726,000	9/15/23
The Seattle Times	Pre-Coverage	Twitter	713,555	9/15/23
The Seattle Times	Pre-Coverage	Facebook	431,000	9/15/23
Curiocity	Pre-Coverage	Instagram	231,463	8/30/23
Curiocity	Pre-Coverage	Instagram	231,463	9/14/23
Curiocity	Pre-Coverage	Instagram	231,463	8/18/23
Fox 13 Seattle	Pre-Coverage	Twitter	165,229	9/15/23
Secret Seattle	Pre-Coverage	Instagram	85,080	8/14/23
Seattle Refined	Pre-Coverage	Instagram	71,152	9/9/23
Seattle Refined	Pre-Coverage	Facebook	58,000	9/14/23
Seattle Refined	Pre-Coverage	Facebook	58,000	9/9/23
Secret Seattle	Pre-Coverage	Facebook	32,000	9/15/23
Secret Seattle	Pre-Coverage	Facebook	32,000	9/11/23

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Curiocity	Pre-Coverage	Facebook	20,000	8/18/23
Curiocity	Pre-Coverage	Facebook	20,000	9/13/23
BREWPUBLIC	Pre-Coverage	Twitter	19,046	9/14/23
South Seattle Emerald	Pre-Coverage	Facebook	13,000	8/31/23
South Seattle Emerald	Pre-Coverage	Twitter	11,644	8/31/23
Seattle Refined	Pre-Coverage	Twitter	11,410	9/14/23
Seattle Refined	Pre-Coverage	Twitter	11,410	9/9/23
Everout	Pre-Coverage	Instagram	11,102	8/31/23
BREWPUBLIC	Pre-Coverage	Facebook	5,600	9/14/23
Everout	Pre-Coverage	Twitter	4,587	8/31/23
Everout	Pre-Coverage	Twitter	4,587	9/15/23
Everout	Pre-Coverage	Facebook	4,200	8/31/23
Everout	Pre-Coverage	Facebook	4,200	9/15/23
Everout	Pre-Coverage	Facebook	4,200	9/15/23
FOX 13 - Studio 13 Live	Pre-Coverage	Facebook	1,800	9/5/23
FOX 13 - Studio 13 Live	Pre-Coverage	Instagram	1,083	9/5/23
		Total Potential Impressions	**3,214,274**	

Announcement Social Successes:

Outlet	Type	Platform	Followers	Date
Brewpublic	Announcement	Facebook	5,600	7/20/23
Brewpublic	Announcement	Twitter	19,128	7/20/23
		Total Potential Impressions	**24,728**	

Media Partnerships Social Successes:

Outlet	Type	Platform	Followers
Do206	Paid	Instagram	25,788
Do206	Paid	Twitter	6,598
Do206	Paid	Twitter	6,598
The Stranger	Paid	Instagram	104,104
		Total Potential Impressions	**143,088**

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