

WILL CROSS REACHES 37+ MILLION

*approx. 85% of coverage
includes brand mention*

RADIO NEWS RELEASE GARNERED
6.7 MILLION+
PLACEMENTS

Public service announcement reached
AN AUDIENCE OF MORE THAN
17 MILLION

VIDEO NEWS RELEASE GENERATED AN AUDIENCE OF NEARLY **1.5 MILLION**

LOCAL, NATIONAL & TRADE PRINT AND BROADCAST STORIES HAVE REACHED OVER **20+ MILLION PEOPLE**

SMT BROADCAST ON CNN HEADLINE NEWS, FOXNET, AND 12 LOCAL STATIONS NATIONWIDE



WALL STREET JOURNAL

