

# PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

February 18 – February 25, 2022

Earned media placement  
Highlights  
**21.4M+ IMPRESSIONS**

Social reach  
Highlights  
**4.4M+ IMPRESSIONS**



## La Opinión EL DIARIO

[Print]

\*Includes Discover Puerto Rico collaboration with Christian Cowan

Date: Feb. 2022

## EBONY

**E-Commerce Startup Brands of Puerto Rico Is Connecting the Island to the Rest of the World**

"We set out to create a tool to bring new money to our communities by helping businesses and artisans reach new markets while we made those who left feel at home" – Alan Taveras, Co-Founder, Brands of Puerto Rico



Date: 2/23

## BIZBASH

**5 Reasons to Meet in Puerto Rico**

"Distrito T-Mobile brings experiences to the convention district that simply weren't there before. It builds on a tremendous value proposition we offer." – Ed Carey, Chief Sales Officer, Discover Puerto Rico



Date: 2/25

**Spring Travel Guide: The Great Outdoors Beckons**

## AJC

Atlanta. News. Now.

"If the turquoise waters of the Caribbean sound tempting for a getaway this spring, consider Puerto Rico, only a three-hour flight from Atlanta."

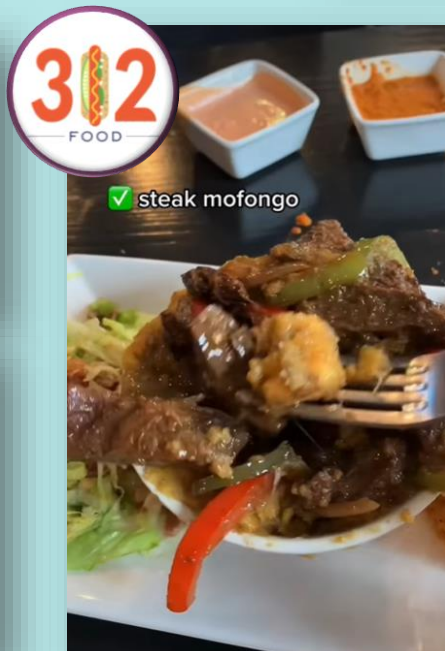
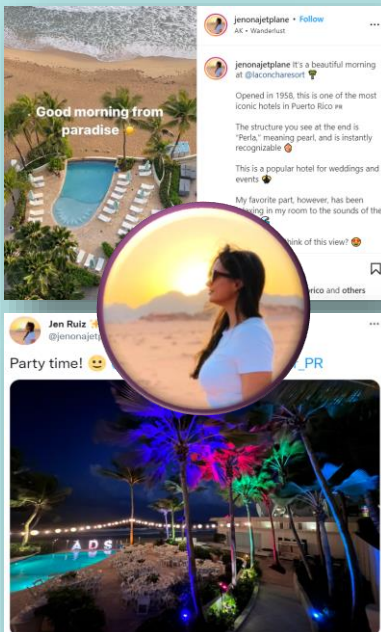
**One Big Reason Why Puerto Rico Might Be the Ultimate Travel Destination This Year**

## nerdwallet

"Nature, history or gastronomy, Puerto Rico provides a number of appealing reasons to visit any year. However, 2022 is an especially good time to travel there—one big reason why: It's the most vaccinated place in the U.S."

Date: 2/21

Date: 2/24



For any questions, please contact:  
Alejandra.BenitezGutierrez@Ketchum.com

