

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

February 5 – February 12, 2021

Earned media placement highlights
155M+ IMPRESSIONS

Social reach Highlights
19M+ IMPRESSIONS



Spotlight: On Puerto Rico

"Puerto Rico's location in the Caribbean means near-perfect weather year-long, which allows for more options as it relates to open air venues and experiences." – Ed Carey, Chief Sales Officer at Discover Puerto Rico



Feb. Issue



How Visitors Can Explore Puerto Rico's African Influences

"The Island's African legacy manifests itself in all aspects of the daily life of the Puerto Rican today."



Date: 2/9



9 Graduation Trip Ideas for Every Budget

"Book an Airbnb in one of the candy-colored colonial buildings of Old San Juan, where reggaeton and salsa fill the streets."



Date: 2/9



12 Quarantine-Approved Ideas to Celebrate Galentine's Day With Your Girls

"Learn how to make Bacardi's most famous cocktails and discover at-home substitutions for drink ingredients in this 90-minute virtual mixology experience brought to you by Casa Bacardi."

Date: 2/9



Bartenders Name Their Favorite Scotches Featuring Caramel Flavor Notes

"For the fans of caramel in Scotch and its complex taste, I'd go with Johnnie Walker Black Label." – Israel Meléndez Ayala, bartender in San Juan, Puerto Rico

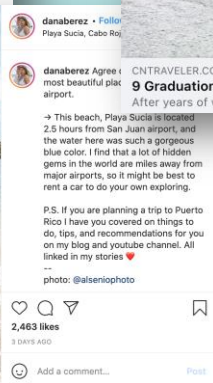
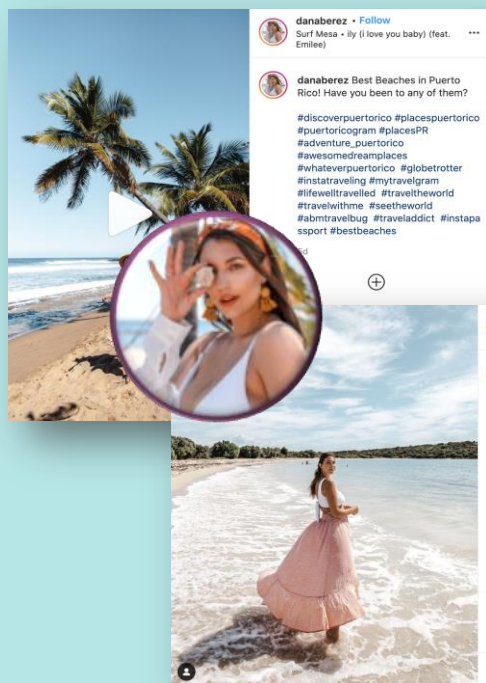
Date: 2/9



Celebrate Black History Month With These Free Virtual Events

"Casa Afro has created a 3-D tour of its latest exhibition, 'NEGRO/A/X,' which features contemporary pieces of art that tell the story of the many different African influences around the Island."

Date: 2/10



For any questions, please contact: Ingrid.Rosa@ketchum.com

