

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

July 9 – July 16, 2021

Earned media placement highlights
245M+ IMPRESSIONS

Social reach Highlights
13M+ IMPRESSIONS

Forbes

She Is A Key Voice in One of Puerto Rico's Most Visionary Museums

"We want everyone to have a place within the museum." – Marianne Ramírez Aponte, Chief Curator at The Museum of Contemporary Art of Puerto Rico



Date: 7/14

New La Borinqueña Exhibit in Puerto Rico Aims to Educate & Unite the Diaspora



HIPLATINA

"For Puerto Ricans living in the United States, La Borinqueña has become a symbol of our strength, culture, and love for the Island as well as a celebration of Afro-Latinx beauty and power."

Date: 7/14

TRAVEL WEEKLY

Puerto Rico Loosens Mask Rules

"...only those who are not fully vaccinated (including children aged two to 11 years) are required to wear masks. Exceptions are health centers and airports, where masks are required for everyone."

Date: 7/9



Here's a Complete List of Destinations Opening to Vaccinated Travelers

"Vaccinated Americans no longer need to test negative for Covid-19 before boarding flights originating from the U.S."



Date: 7/16

Piña Colada Day: How to Prepare the Authentic Caribbean Drink Created in Puerto Rico

La Opinión

"This Caribbean drink was born in San Juan, Puerto Rico, about its origin there is not one, but several stories, all occurred on the Island."

Date: 7/10

NORTHWEST FOOD AND DRINK Seattle DINING!

"Piña Coladas are a classic cocktail that always seem to bring the beach vibe. While no one has to have their toes in the sand to enjoy, the flavors are irresistible."

**The Piña Colada
Puerto Rico's National Drink**



Date: 7/15

