



# AOT Sunshine To Share ESTO 2019 Submission – Press Coverage

PREPARED BY **NOMADIC**



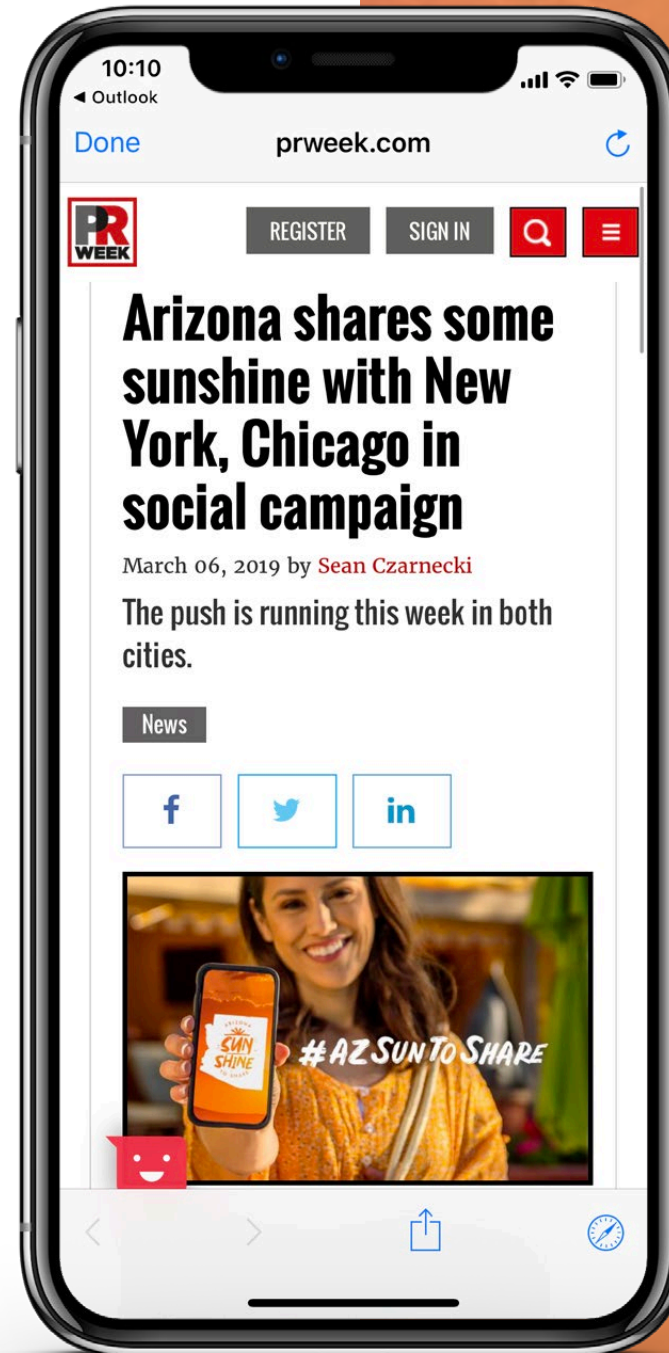
## Press Coverage

# PR Week

Posted on March 6, 2019

Potential reach: 331K average monthly readers

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“

*THE SUNSHINE WE DELIVER*  
is based on the personal  
needs of the person having  
issues with winter.

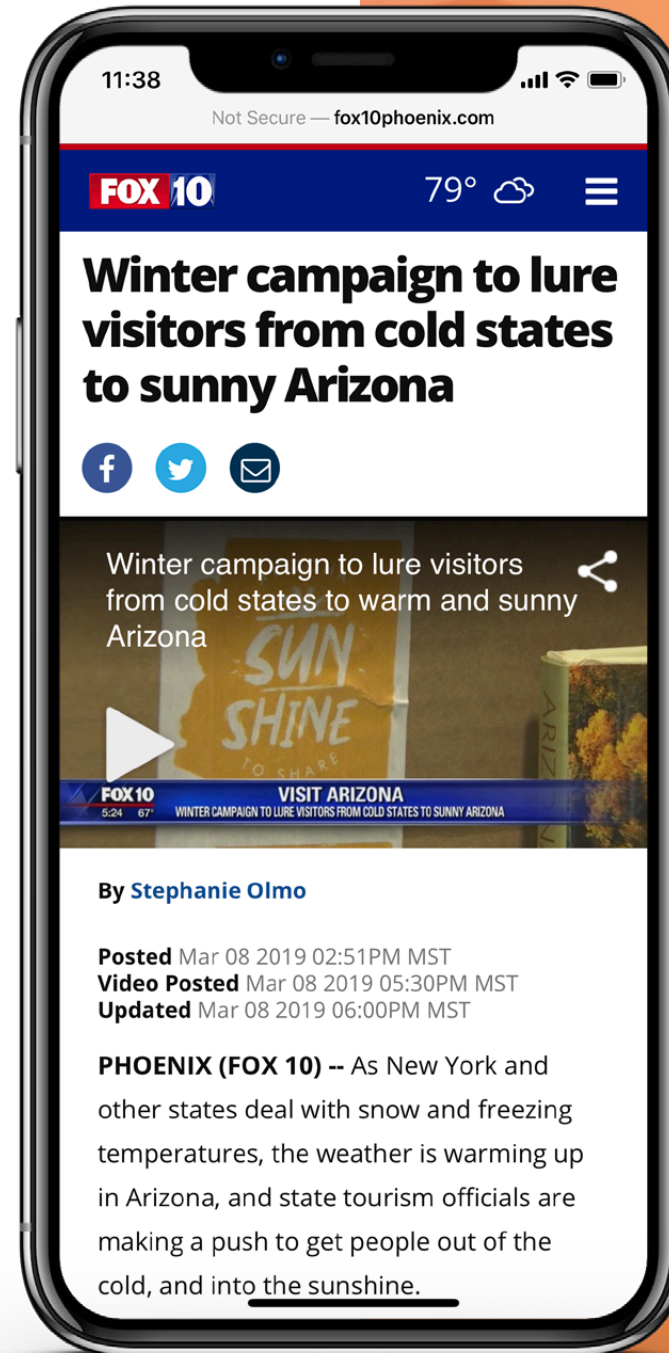
## Press Coverage

# Fox 10 News

Ran on March 8, 2019

Potential reach: 1.8M average monthly visitors to site

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“

[Arizona Tourism] decided to  
*SPREAD SOME LOVE*  
to those who are just simply  
tired of Old Man Winter.

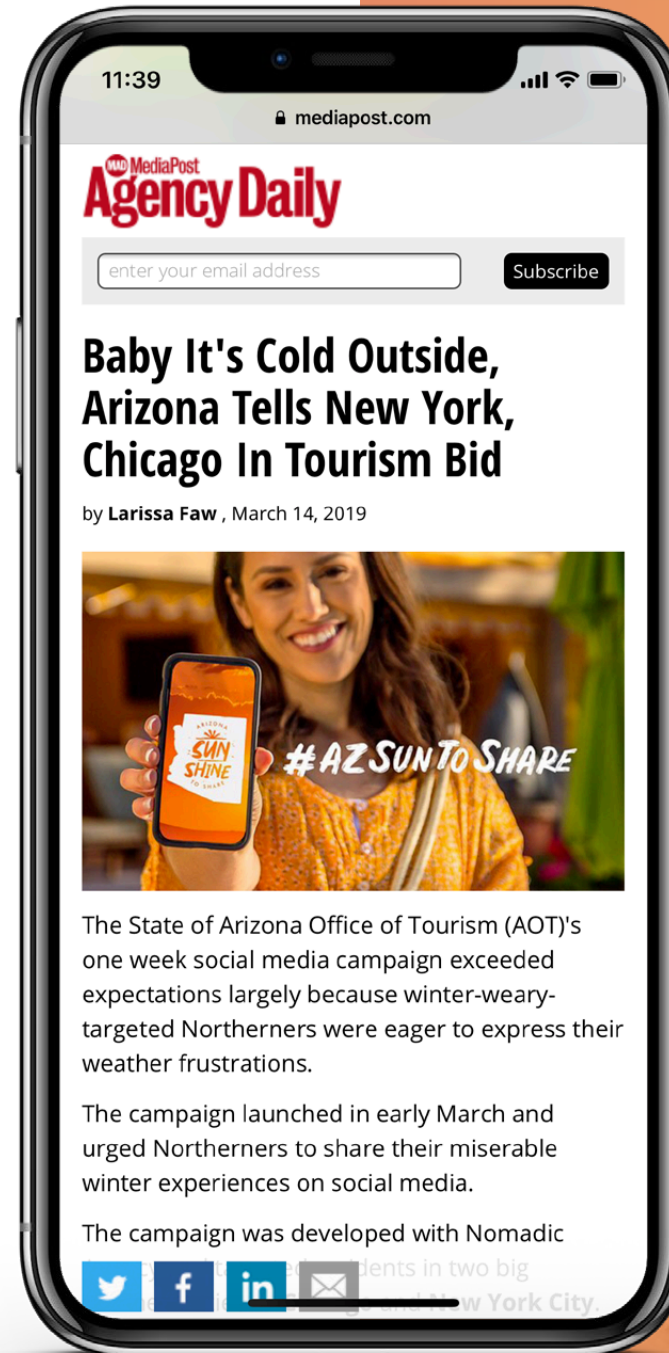
## Press Coverage

# Media Post

Posted on March 6, 2019

Potential reach: 579K average monthly readers

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“

The clips encouraged viewers to **SHARE THEIR OWN STORIES.**



## Press Coverage

# ABC15

Ran on March 19, 2019

Potential viewership: 60,371

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“

...state tourism officials are  
making a push to  
*GET PEOPLE OUT OF  
THE COLD, AND INTO THE  
SUNSHINE.*