

THE BANKS PUBLIC PARTNERSHIP: MEDIA SUMMARY FOR MARCH/APRIL 2021

TWITTER STATISTICS: @IBackTheBanks Followers: 1,628 (4/30/21)

<i>Months</i>	<i>Twitter Posts</i>	<i>Impressions</i>	<i>Engagements</i>
March	20	13.3K	682
April	20	9.9K	252
TOTAL	40	23.2K	934

NEWS MEDIA STORIES & MENTIONS

The following summarizes the key stories/mentions of The Banks that appeared in print, online, and broadcast media outlets in March and April 2021.

In March, the broadcast, print and online media mentions totaled 293 which appeared in three print/digital and eight broadcast media. Topics included the Designated Outdoor Refreshment Area (DORA), E+O Kitchen, ICON Music Center, Opening Day, Holy Grail 10th Anniversary.

In April, a total of 191 mentions appeared in one print/digital and nine broadcast outlets. Topics included the Designated Outdoor Refreshment Area (DORA), E+O Kitchen, ICON Music Center, Walk of Fame at the ICON, Opening Day, and the "Finish Swine" for the virtual Flying Pig Marathon.

5/20/21