

Summerlin Patriotic Parade Media Recap June-July 2020

SOURCE ONLINE	DATE	HEADLINE	URL	IMPRESSIONS	AD VALUE
One News Page	7/4/20	Updated: Virtual Summerlin Patriotic Parade 2020. The 2020 Summerlin Patriotic Parade is going virtual this year due to the pandemic.	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	119,294	\$ 1,103.47
Yahoo news	7/4/20	Updated: Virtual Summerlin Patriotic Parade 2020. The 2020 Summerlin Patriotic Parade is going virtual this year due to the pandemic.	https://news.yahoo.com/summerlin-patriotic-parade-2020-119294000.html	71,393,633	\$ 660,391.11
8 News NOW	7/4/20	Summerlin members perform during virtual Summerlin Patriotic Parade	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	936,173	\$ 8,659.60
8 News NOW	7/4/20	WATCH LIVE: Summerlin Patriotic Parade goes virtual	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	936,173	\$ 8,659.60
KSNV News 3	7/4/20	Summerlin holds virtual 2020 patriotic parade	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	1,475,828	\$ 13,651.41
YouTube	7/4/20	KTNV VIDEO: Virtual Summerlin Patriotic Parade 2020	https://www.youtube.com/watch?v=...	109	
El Tiempo	7/3/20	Una celebración virtual de Independencia, "4 de Julio" histórico. La comunidad podrá festejar el 244 cumpleaños de Estados Unidos de manera innovadora, divertida y segura. Entre las	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	24,379	\$ 225.51
KSNV News 3	7/3/20	Las Vegas sports stars, community leaders headline virtual 4th of July parade. Several Las Vegas sports stars and community leaders will help lead a reconfigured version of the annual	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	1,475,828	\$ 13,651.41
One News Page	7/2/20	Summerlin Patriotic Parade going virtual in 2020	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	119,294	\$ 1,103.47
Yahoo news	7/2/20	Summerlin Patriotic Parade going virtual in 2020	https://news.yahoo.com/summerlin-patriotic-parade-2020-119294000.html	71,393,633	\$ 660,391.11
Las Vegas Review-Journal	7/2/20	Summerlin's 1st virtual patriotic parade goes online Saturday	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	2,378,686	\$ 22,002.85
Las Vegas Review-Journal	7/4/20	Fireworks forecast: Light winds, clear skies for Las Vegas Valley. PHOTO: Kihuen shoots some video as he rides past Flags Over Summerlin display along S. Town Center Drive	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	2,378,686	\$ 22,002.85
KTNV ABC Channel 13	7/2/20	13 Things To Do This Week In Las Vegas For July 3-9. The annual Summerlin Patriotic Parade is also going virtual this year. Players from the Vegas Golden Knights and Las Vegas Aces w	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	1,019,764	\$ 9,432.82
Drinkin' Blog	7/2/20	Rocket's red glare: July 4 Vegas Valley fireworks shows and more. Summerlin This year's Patriotic Parade goes online, with live music, footage from past editions, appearances by Golden	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	14,707	\$ 136.04
Drinkin' Blog	7/2/20	Where to watch fireworks this year. Summerlin: This year's Patriotic Parade goes online, with live music, footage from past editions, appearances by Golden Knights Nate Schmidt and Al	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	14,707	\$ 136.04
8 News NOW	7/2/20	Getting a sneak peek at the Summerlin Patriotic Parade	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	936,173	\$ 8,659.60
8 News NOW	7/2/20	Gearing up for the 26th annual Summerlin Council Patriotic Parade	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	936,173	\$ 8,659.60
Las Vegas Sun	7/2/20	Where to watch fireworks this year. Summerlin: This year's Patriotic Parade goes online, with live music, footage from past editions, appearances by Golden Knights Nate Schmidt and Al	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	651,593	\$ 6,027.24
Las Vegas Weekly	7/2/20	Rocket's red glare: July 4 Vegas Valley fireworks shows and more. Summerlin This year's Patriotic Parade goes online, with live music, footage from past editions, appearances by Golden	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	85,800	\$ 794.39
8 News NOW	7/1/20	Summerlin Patriotic Council gearing up for 4th of July parade	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	936,173	\$ 8,659.60
8 News NOW	7/1/20	Summerlin Council gearing up for virtual patriotic 4th of July parade	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	936,173	\$ 8,659.60
YouTube	7/1/20	KTNV VIDEO: Gearing Up. Summerlin patriotic council gearing up for 4th of July parade. Watch live on Monday at 9 a.m. www.summerlinpatrioticparade.com	https://www.youtube.com/watch?v=...	109	\$ 1.01
Vegas Only Entertainment	6/30/20	KTNV July 4th Virtual Celebrations And New Venues. This year community leaders have organized the first Summerlin Council Summerlin Patriotic Parade. Vegas Golden Knights Nate Schm	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	326	\$ 103.02
Las Vegas Review-Journal	6/26/20	Knights and Aces players to be in Summerlin's virtual parade. Vegas Golden Knights Nate Schmidt and Alec Martinez with his dog, Hank, and A'ja Wilson from the Las Vegas Aces along	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	2,378,686	\$ 22,002.85
One News Page	6/23/20	13 Action News COVID-19: Virtual July 4th parade in Las Vegas. The popular Summerlin July 4th parade will take place virtually this year. SOME FAN-FAVORITE LOCALATHLETES... ARE PA	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	119,294	\$ 1,103.47
8 News NOW	6/23/20	Golden Knights Schmidt and Martinez set to take part in virtual Summerlin Fourth of July Parade	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	936,173	\$ 8,659.60
Las Vegas Review-Journal	6/23/20	Knights' Nate Schmidt, Alec Martinez set for 4th of July parade. Golden Knights players Nate Schmidt and Alec Martinez will take part in the virtual Summerlin Council Patriotic Parade on Ju	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	2,378,686	\$ 22,002.85
Las Vegas Review-Journal	6/22/20	Las Vegas Valley plans fireworks for Fourth of July. The 26th annual Summerlin Council Patriotic Parade will be presented online starting at 9 a.m. July 4. The Summerlin Council, the non	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	2,378,686	\$ 22,002.85
8 News NOW	6/22/20	Fourth of July list of Las Vegas fireworks and events for 2020. The popular Summerlin Patriotic Parade will go virtual this year due to the pandemic. The parade, which is in its 26th year, i	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	936,173	\$ 8,659.60
SOURCE BROADCAST	DATE	HEADLINE	URL	IMPRESSIONS	AD VALUE
KVVU FOX5 News at 6:30pm	7/6/20	The annual Summerlin Fourth of July Parade went virtual this year... according to the Summerlin Council there were more than 25 thousand views across multiple platforms.	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	25928.00	\$ 239.83
KVVU FOX5 News at 5:30pm	7/6/20	The annual Summerlin Fourth of July Parade went virtual this year... according to the Summerlin Council there were more than 25 thousand views across multiple platforms.	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	23766.00	\$ 219.84
KVVU FOX5 News: Live in Las Vegas	7/6/20	...and one valley trademark. The Summerlin Council Patriotic Parade had a bit of a different look this year. It went virtual... lots of familiar faces joined in on the fun...	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	4377.00	\$ 40.57
KLAS CBS 8 News Now Good Day	7/6/20	...and the annual Summerlin Patriotic Parade was virtual this year because of the coronavirus. I had the chance to host it along with a few other co-hosts. The Parade featured music, use	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	17,365	\$ 550.00
KLAS CBS 8 News Now Good Day	7/6/20	Due to safety concerns over COVID-19 the annual Summerlin Council Patriotic Parade went out with a bang, we'll highlight some of the memorable moments...	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	13,923	\$ 550.00
KLAS CBS 8 News Now Good Day	7/6/20	Summerlin kicked off its annual Patriotic Parade. This year's event was virtual.	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	13,923	\$ 550.00
KLAS CBS 8 News Now Good Day	7/6/20	Due to safety concerns over COVID-19 the annual Summerlin Council Patriotic Parade went virtual this year.	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	3,805	\$ 200.00
KLAS CBS 8 News Now Sunday Morning	7/5/20	Due to safety concerns over COVID-19 the annual Summerlin Council Patriotic Parade went virtual this year.	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	24,843	\$ 589.00
KLAS CBS 8 News Now Sunday Morning	7/5/20	Due to safety concerns over COVID-19 the annual Summerlin Council Patriotic Parade went virtual this year.	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	7,019	\$ 163.00
KLAS CBS 8 News Now Sunday Morning	7/5/20	Due to safety concerns over COVID-19 the annual Summerlin Council Patriotic Parade went virtual this year.	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	7,019	\$ 163.00
KLAS CBS 8 News Now Sunday Morning	7/5/20	Due to safety concerns over COVID-19 the annual Summerlin Council Patriotic Parade went virtual this year.	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	7,019	\$ 163.00
KVVU FOX5 Weekend News Morning	7/5/20	Celebrations obviously looked a little different this year. In lieu of an in-person Parade Summerlin went virtual. The Summerlin Council Patriotic Parade featured videos and performances	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	3,115	\$ 72.00
KLAS CBS 8 News Now Sunday Morning	7/5/20	Due to safety concerns over COVID-19 the annual Summerlin Council Patriotic Parade went virtual this year.	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	24,843	\$ 679.00
KLAS CBS 8 News Now Sunday Morning	7/5/20	Due to safety concerns over COVID-19 the annual Summerlin Council Patriotic Parade went virtual this year.	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	7,019	\$ 163.00
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KLAS CBS 8 News Now Sunday Morning	7/5/20	Due to safety concerns over COVID-19 the annual Summerlin Council Patriotic Parade went virtual this year.	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	7,019	\$ 163.00
KLAS CBS 8 News Now Sunday Morning	7/5/20	Due to safety concerns over COVID-19 the annual Summerlin Council Patriotic Parade went virtual this year.	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	7,019	\$ 163.00
KLAS CBS 8 News Now Sunday Morning	7/5/20	Due to safety concerns over COVID-19 the annual Summerlin Council Patriotic Parade went virtual this year.	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	7,019	\$ 163.00
KLAS CBS 8 News Now Sunday Morning	7/5/20	Due to safety concerns over COVID-19 the annual Summerlin Council Patriotic Parade went virtual this year.	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	7,019	\$ 163.00
KLAS CBS 8 News Now Sunday Morning	7/5/20	Due to safety concerns over COVID-19 the annual Summerlin Council Patriotic Parade went virtual this year.	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	7,019	\$ 163.00
KLAS CBS 8 News Now Sunday Morning	7/5/20	Due to safety concerns over COVID-19 the annual Summerlin Council Patriotic Parade went virtual this year.	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	7,019	\$ 163.00
KLAS CBS 8 News Now Sunday Morning	7/5/20	Due to safety concerns over COVID-19 the annual Summerlin Council Patriotic Parade went virtual this year.	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	7,019	\$ 163.00
KLAS CBS 8 News Now Sunday Morning	7/5/20	Due to safety concerns over COVID-19 the annual Summerlin Council Patriotic Parade went virtual this year.	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	7,019	\$ 163.00
KLAS CBS 8 News Now Sunday Morning	7/5/20	Due to safety concerns over COVID-19 the annual Summerlin Council Patriotic Parade went virtual this year.	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	7,019	\$ 163.00
KLAS CBS 8 News Now Sunday Morning	7/5/20	Due to safety concerns over COVID-19 the annual Summerlin Council Patriotic Parade went virtual this year.	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	7,019	\$ 163.00
KLAS CBS 8 News Now Sunday Morning	7/5/20	Due to safety concerns over COVID-19 the annual Summerlin Council Patriotic Parade went virtual this year.	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	7,019	\$ 163.00
KLAS CBS 8 News Now Sunday Morning	7/5/20	Due to safety concerns over COVID-19 the annual Summerlin Council Patriotic Parade went virtual this year.	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2020/	7,019	\$ 163.00
KLAS CBS 8 News Now Sunday Morning	7/5/20	Due to safety concerns over COVID-19 the annual Summerlin Council Patriotic Parade went virtual this year.	https://www.fox3lasvegas.com/news/2020/07/04/summerlin-patriotic-parade-2		

KTNV ABC 13 Action News @ 11:00a	6/24/20	This year the Summerlin Patriotic Parade on the 4th of July is going virtual	https://app.	20,576	\$	190.33
KTNV ABC Good Morning Las Vegas	6/24/20	This year the Summerlin Patriotic Parade on the 4th of July is going virtual	https://app.	13,560	\$	125.43
KLAS CBS Good Day Las Vegas	6/24/20	Summerlin is gearing up for one of it's biggest events of the year. .but it'll look a little different for 2020. the 26th annual Patriotic Parade is going virtual	https://app.	18,784	\$	173.75
KLAS CBS Good Day Las Vegas	6/24/20	Summerlin is gearing up for one of it's biggest events of the year. .but it'll look a little different for 2020. the 26th annual Patriotic Parade is going virtual	https://app.	12,195	\$	112.80
KLAS CBS Good Day Las Vegas	6/24/20	Summerlin is gearing up for one of it's biggest events of the year. .but it'll look a little different for 2020. the 26th annual Patriotic Parade is going virtual	https://app.	12,195	\$	112.80
KTNV ABC Good Morning Las Vegas	6/24/20	This year, the Summerlin Patriotic Parade on the 4th of July is going virtual	https://app.	18,203	\$	168.38
KLAS CBS Good Day Las Vegas	6/24/20	Summerlin is gearing up for one of it's biggest events of the year. .but it'll look a little different for 2020. the 26th annual Patriotic Parade is going virtual	https://app.	12,195	\$	112.80
KLAS CBS Good Day Las Vegas	6/24/20	Summerlin's 26th annual Patriotic Parade is going virtual.	https://app.	12,195	\$	112.80
KLAS CBS 8 News Now 11pm	6/23/20	Summerlin is gearing up for one of it's biggest events of the year. .but it'll look a little different for 2020. the 26th annual Patriotic Parade is going virtual	https://app.	37,028	\$	342.51
KTNV ABC 13 Action News 5pm	6/23/20	Tens of thousands of people usually attend the Summerlin Patriotic Parade on July 4th. .We're learning some fan-favorite local athletes are participating	https://app.	40,878	\$	378.12
KLAS CBS Las Vegas Now	6/23/20	Also, Asia Wilson from the Patriots will be part of it. go to Summerlinpatrioticparade.com to watch the parade on the fourth of July	https://app.	16,703	\$	154.50
KLAS CBS Good Day Las Vegas	6/23/20	It is going virtual this year. This will be the 26th year for Summerlin's annual Patriotic Parade	https://app.	16,720	\$	154.66
KLAS CBS Good Day Las Vegas	6/23/20	The valley's largest Fourth of July parade is going virtual this year. . this will be the 26th year for Summerlin's annual Patriotic Parade	https://app.	16,720	\$	154.66
KLAS CBS 8 News Now Good Day	6/17/20	The valley's largest 4th of July parade is going virtual this year. .this will be the 26th year for Summerlin's annual Patriotic Parade.	https://www.	13,923	\$	550.00
SOURCE	DATE	HEADLINE	URL	IMPRESSIONS		AD VALUE
Las Vegas Review-Journal	7/2/20	Summerlin's 1st virtual patriotic parade goes online Saturday	https://www.	90,238	\$	11,097.00
Las Vegas Sun	7/2/20	Where to watch fireworks this year. Summerlin: This year's Patriotic Parade goes online, with live music, footage from past editions, appearances by Golden Knights Nate Schmidt and A	https://lasve.	20,209	\$	4,910.50
Las Vegas Review-Journal	6/27/20	Knights and Aces players to be in Summerlin's virtual parade. Vegas Golden Knights Nate Schmidt and Alec Martinez with his dog, Hank, and A'ja Wilson from the Las Vegas Aces along w	https://port.	90,238	\$	11,097.00
Las Vegas Review-Journal	6/23/20	Knights' Nate Schmidt, Alec Martinez set for July 4th parade. Golden Knights players Nate Schmidt and Alec Martinez will take part in the virtual Summerlin Council Patriotic Parade on Jul	https://www.	90,239	\$	11,098.00
Las Vegas Review-Journal	6/22/20	Las Vegas Valley plans fireworks for Fourth of July. .The 26th annual Summerlin Council Patriotic Parade will be presented online starting at 9 a.m. July 4. The Summerlin Council, the nonc	https://www.	90,240	\$	11,099.00
				TOTAL IMPRESSIONS		169,599,572
				TOTAL AD VALUE	\$	1,626,844.39
				TOTAL PR VALUE	\$	4,880,533.17