



THE WARREN GROUP

2022 SUMMERLIN COUNCIL PATRIOTIC PARADE MEDIA RECAP

SOURCE	DATE	HEADLINE	URL	IMPRESSIONS	AD VALUE	DESKTOP REACH	MOBILE REACH
ONLINE							
Newstral	7/5/2022	Elvis energizes Summerlin parade as Las Vegas celebrates July 4th..LINK to Review Journal: Fourth of July parades draw thousar	reviewjournal.com: «Elvis energize	670,209	\$ 6,199.43	235,523	434,686
Paper News Live	7/5/2022	28th Annual Patriotic Parade sees hundreds of guests	28th Annual Patriotic Parade sees	154	\$ 1.42	154	0
Yahoo! News	7/4/2022	Summerlin celebrates the Fourth of July with their Annual Patriot Parade	https://news.yahoo.com/news/local/	65,856,117	\$ 609,169.08	23,588,870	42,267,247
KSNV-TV	7/4/2022	Locals pack streets for 28th annual Patriotic Parade	https://news3lv.com/news/local/l	899,378	\$ 8,319.25	147,246	752,132
Las Vegas Chinese News Network	7/4/2022	拉斯維加斯慶祝美國獨立日 活動豐富多彩..Summerlin) 獨立日慶祝活動. 愛國遊行 (Patriotic Parade) 今年回歸沙漠	https://lvcnn.com/news.php?id=4	79,328	\$ 733.78	11,871	67,457
KLAS-TV	7/4/2022	Las Vegas' 28th Annual Summerlin Council Patriotic Parade sees hundreds of guests	https://www.8newsnow.com/new	1,359,632	\$ 12,576.60	411,916	947,716
KTNV-TV	7/4/2022	Summerlin's 4th of July Patriot Parade back after two years	https://www.ktnv.com/news/sum	928,400	\$ 8,587.70	185,218	743,182
Las Vegas Review-Journal	7/4/2022	Fourth of July parades draw thousands in patriotic celebrations..Elvis energizes Summerlin parade as Las Vegas celebrates July 4	https://www.reviewjournal.com/l	1,306,784	\$ 12,087.75	491,333	815,451
Las Vegas Sun	7/4/2022	42 PHOTOS: 2022 Summerlin Council Parade	2022 Summerlin Council Patriotic	198,193	\$ 1,143.00		
YouTube	7/4/2022	KLAS: Summerlin Council Patriotic Parade jump starts Fourth of July holiday	Summerlin Council Patriotic Parad	3,101	\$ 302.75		
darik.com Nevada News	7/4/2022	Hundreds of Guests Attend the 28th Annual Patriotic Parade	Hundreds of Guests Attend the 28	221,952	\$ 2,053.06	81,100	140,852
YouTube	7/4/2022	KLAS: Las Vegas' 28th Annual Summerlin Council Patriotic Parade sees hundreds of guests	Las Vegas' 28th Annual Summerlin	3,101	\$ 302.75		
YouTube	7/4/2022	KTNV: Summerlin celebrates the Fourth of July with their Annual Patriot Parade	Summerlin celebrates the Fourth	7,960	\$ 406.24		
Nevada Moms	7/3/2022	4th of July in Las Vegas and Southern Nevada: SUMMERLIN PATRIOTIC PARADE.. American spirit will be on full display this Four	4th of July in Las Vegas and Sou	7,138	\$ 66.03	705	6,433
Cy Interview	7/3/2022	July 4th Parade Trails Village Summerlin Las Vegas..Tomorrow, July 4th, a parade will take place at The Trails Village of Summerl	July 4th Parade Trails Village Sumr	2,183	\$ 20.19	1,417	766
Vegas Publicity	7/2/2022	Vegas Golden Knights Logan Thompson and Zach Whitecloud Join The 28th Annual Summerlin Council Patriotic Parade on July	Vegas Golden Knights Logan Thor	1,067	\$ 56.00		
Foodgressing	7/2/2022	Las Vegas 4th of July 2022: Fireworks, Parade, Pool Parties, Concert..The Summerlin Council Patriotic Parade is set to begin at 9	https://foodgressing.com/las-veg	108,064	\$ 999.59	33,897	74,167
賭城天天報	7/1/2022	一週免費文娛活動精選.. (Summerlin) 社區將再度舉行美國獨立日巡遊慶祝活動薩默林協會愛國巡遊 (Summerlin Co	http://www.lvcn.com/news/veg	1,350	\$ 12.49	582	768
KTNV TV	7/1/2022	Here are some ways to celebrate the Fourth.. SUMMERLIN COUNCIL PATRIOTIC PARADE returns for 4th of July	Recap: Fourth of July 2022 celebr	212,435	\$ 1,632.00		
Las Vegas Sun	7/1/2022	14 PHOTOS: Patriotic Parde Preparations	Patriotic Parade Preparations - (las	198,193	\$ 1,143.00		
Las Vegas Review-Journal	7/1/2022	Looking back on 4th of July celebrations in the Las Vegas Valley..Take a moment to revisit some of the events of summers past i	https://www.reviewjournal.com/l	1,306,784	\$ 12,087.75	491,333	815,451
NewsBreak	6/30/2022	Summerlin Council Patriotic Parade returns for 4th of July	Summerlin Council Patriotic Parad	9,071,089	\$ 83,907.57	2,308,772	6,762,317
Nevada Department of Veterans Service	6/30/2022	Summerlin Council Patriotic Parade	Summerlin Council Patriotic Parad	2,865	\$ 39.00		
Vegas4Locals	6/30/2022	Strike up the brass band—The Summerlin Council Patriotic Parade is returning in star-spangled style!	Summerlin Fourth of July Patriotic	44,585	\$ 412.41	18,138	26,447
AARP Las Vegas Events	6/30/2022	Summerlin's Grandest Tradition Back In Full Swing!.American spirit will be on full display this Fourth of July in Summerlin. After	The Summerlin Patriotic Parade - I	360,756	\$ 3,336.99	163,097	197,659
YouTube	6/30/2022	KTNV: Summerlin Council Patriotic Parade returns for 4th of July	Summerlin Council Patriotic Parade	7,960	\$ 406.24		
YouTube	6/30/2022	KLAS: Summerlin Patriotic Parade will dazzle crowds	Summerlin Patriotic Parade will da	3,101	\$ 302.75		
MSN.com	6/30/2022	Summerlin's Patriotic Parade returning full-scale this July 4	https://www.msn.com/en-us/new	203,816,696	\$ 1,885,304.44	60,487,497	143,329,199
Las Vegas Sun	6/30/2022	Patriotic Parade Preparations..14 PHOTOS..Workers put the finishing touches on parade floats in Summerlin Thursday, June 30,	https://lasvegassun.com/photos/f	519,712	\$ 4,807.34	162,414	357,298
Las Vegas Sun	6/30/2022	PHOTO: A Mario-themed float, complete with spinning wheels, is shown among parade floats in Summerlin Thursday, June 30,	Photograph : Patriotic Parade Preg	519,712	\$ 4,807.34	162,414	357,298
Yahoo! News	6/30/2022	Summerlin Council Patriotic Parade returns for 4th of July	https://news.yahoo.com/summer	65,856,117	\$ 609,169.08	23,588,870	42,267,247
Las Vegas Review-Journal	6/30/2022	'Avengers,' Golden Knights assembling for Summerlin's July 4 parade..Shielded from the blazing heat under a large air-conditio	https://www.reviewjournal.com/l	1,306,784	\$ 12,087.75	491,333	815,451
KSNV-TV	6/30/2022	Summerlin's Patriotic Parade returning full-scale this July 4	https://news3lv.com/news/local/l	899,378	\$ 8,319.25	147,246	752,132
Vegas24Seven.com	6/30/2022	Vegas Golden Knights players join Summerlin Council Patriotic Parade on July 4th	https://www.vegas24seven.com/v	4,818	\$ 44.57	1,932	2,886
Vegas Family Guide	6/30/2022	Fireworks..plus.The Summerlin Council Patriotic Parade is the Las Vegas valley's largest and most popular Fourth of July parade	4th of July Las Vegas and Henders	3,201	\$ 28.00		
Vegas Living on the Cheap	6/30/2022	Summerlin Council Patriotic Parade – Monday, July 4th at 9am. American spirit will be on full display this Fourth of July in Sum	July 4th Holiday fireworks and	6,906	\$ 38.00		
Vegas Family Guide	6/30/2022	It's back and bigger than ever, the 28th Annual Summerlin Council Patriotic Parade, Southern Nevada's largest and most colorf	Summerlin Patriotic Parade (vegas	3,201	\$ 28.00		
KTNV-TV	6/30/2022	Summerlin Council Patriotic Parade returns for 4th of July	https://www.ktnv.com/news/sum	928,400	\$ 8,587.70	185,218	743,182
KSNV-TV	6/29/2022	Things to do: 4th of July weekend in Las Vegas..28th Annual Summerlin Council Patriotic Parade Monday, July 4, 2022, 9 a.m. to	https://news3lv.com/news/local/l	899,378	\$ 8,319.25	147,246	752,132
Casino City Times	6/29/2022	Las Vegas to be filled with Fourth of July events.. The Summerlin Council Patriotic Parade is set to begin at 9:00 a.m. on Mond	https://www.casinocitytimes.com	20,572	\$ 190.29	10,127	10,445
Travel PR News	6/29/2022	The Las Vegas Convention and Visitors Authority (LVCVA) announces lineup of exciting activities for the Fourth of July holiday..1	https://travelprnews.com/the-las-	1,001	\$ 9.26	1,001	0
LiveCasinoDirect	6/29/2022	Las Vegas to be filled with Fourth of July events..The Summerlin Council Patriotic Parade is set to begin at 9:00 a.m. on Monday	https://www.livecasinodirect.com	899	\$ 8.32	842	57
CCSD Newsrooms	6/29/2022	CCSD SCHOOLS TO TAKE PART IN ANNUAL SUMMERLIN 4TH OF JULY PARADE	Newsroom CCSD schools to take	20,000	\$ 180.00		
Las Vegas Weekly	6/29/2022	What to do in Las Vegas this week (June 30-July 6 edition)..MISC: SUMMERLIN COUNCIL PATRIOTIC PARADE 8:30 a.m., Summer	https://lasvegassun.com/ae/2/	160,244	\$ 1,482.26	53,699	106,545
New York Folk	6/28/2022	Las Vegas the ideal destination to celebrate Fourth of July Weekend..The Summerlin Council Patriotic Parade is set to begin at 5	https://newyorkfolk.com/travel/l	51,383	\$ 475.29	11,261	40,122
Breaking Travel News	6/28/2022	Las Vegas the ideal destination to celebrate Fourth of July Weekend..The Summerlin Council Patriotic Parade is set to begin at 5	https://www.breakingtravelnews.	96,994	\$ 897.19	27,414	69,580
Patch.com	6/28/2022	Are you looking for something fun to do for the 4th of July? KTNV Las Vegas has got you covered. Check out a compiled list of a	https://patch.com/nevada/lasveg	13,319,377	\$ 123,204.24	3,814,095	9,505,282
KTNV-TV	6/28/2022	Here's where to celebrate the Fourth of July in the Las Vegas Valley..28th Annual Summerlin Council Patriotic Parade	https://www.ktnv.com/vegas-thin	928,400	\$ 8,587.70	185,218	743,182
Our Community Now	6/27/2022	The entire Las Vegas Valley is invited to celebrate Independence Day at the 28th Annual Summerlin Council Patriotic Parade, So	Summerlin to celebrate Fourth of	229,315	\$ 2,121.16	73,055	156,260
Las Vegas How To	6/27/2022	Las Vegas 4th of July Activities for Kids..The Summerlin Council Independence Day Patriotic Parade	4th of July 2022 Las Vegas Las	10,852	\$ 2,953.00		
Mix 94.1. Audacy	6/27/2022	Listen to Win VIP Tickets to the Patriotic Parade!	Listen to Win VIP Tickets to the Pa	365	\$ 6.00		
KLAS-TV	6/27/2022	Fourth of July fireworks around the Las Vegas Valley..28th Annual Summerlin Council Patriotic Parade	https://www.8newsnow.com/new	1,359,632	\$ 12,576.60	411,916	947,716
Las Vegas Review-Journal	6/27/2022	Summerlin's 4th of July parade over the years — PHOTOS	https://www.reviewjournal.com/l	1,306,784	\$ 12,087.75	491,333	815,451
VEGAS Magazine	6/27/2022	Vegas Magazine's Guide To July and August in Sin City..Summerlin Council Patriotic Parade	https://vegasmagazine.com/July-a	60,745	\$ 561.89	27,863	32,882
Las Vegas Review-Journal	6/27/2022	Guide to July 4th fireworks, patriotic events in Las Vegas..the 28th annual Summerlin Council Patriotic Parade is expected to be	https://www.reviewjournal.com/e	1,306,784	\$ 12,087.75	491,333	815,451
Off the Strip	6/27/2022	7 Ways to Celebrate Fourth of July Off the Strip (2022)..Enjoy the Summerlin Council Patriotic Parade	https://www.offthestrip.com/arou	45,548	\$ 421.32	18,794	26,754
Las Vegas Review-Journal	6/27/2022	Summerlin to celebrate Fourth of July..The entire Las Vegas Valley is invited to celebrate Independence Day at the 28th Annual	https://www.reviewjournal.com/l	1,306,784	\$ 12,087.75	491,333	815,451
Fabulous Nevada	6/22/2022	Summerlin Patriotic Parade..Las Vegas - The Summerlin Council in Las Vegas is excited to invite locals to the annual Summerlin I	Fourth of July Events in Nevada - F	2,290	\$ 58.00		

KSNV NBC News 3 Today	7/4/2022	28th annual Summerlin Council Patriotic Parade is making a triumphant return this morning	KSNV / 04 Jul 2022 / 03:58 AM / N	5,755	\$	134.00
KTNV ABC Good Morning Las Vegas 6am	7/4/2022	..the Summerlin Patriotic Parade	KTNV / 04 Jul 2022 / 06:00 AM / G	7,386	\$	400.00
KTNV ABC Good Morning Las Vegas 6am	7/4/2022	..we'll talk about our Summerlin Patriotic Parade in our fireworks forecast	KTNV / 04 Jul 2022 / 06:00 AM / G	7,386	\$	400.00
KTNV ABC Good Morning Las Vegas 6am	7/4/2022	..mid 70s out at the Summerlin Patriotic Parade	KTNV / 04 Jul 2022 / 06:00 AM / G	7,386	\$	400.00
KTNV ABC Good Morning Las Vegas 6am	7/4/2022	..the Patriotic Parade returns to Summerlin this morning	KTNV / 04 Jul 2022 / 06:00 AM / G	7,386	\$	400.00
KTNV ABC Good Morning Las Vegas 6am	7/4/2022	..the Patriotic Parade returns to Summerlin this morning	KTNV / 04 Jul 2022 / 06:00 AM / G	7,386	\$	400.00
KTNV ABC Good Morning Las Vegas 5am	7/4/2022	..something else to keep in mind the Summerlin Patriotic Parade	KTNV / 04 Jul 2022 / 05:00 AM / G	4,367	\$	175.00
KTNV ABC Good Morning Las Vegas 5am	7/4/2022	Summerlin Council Patriotic Parade is back in action	KTNV / 04 Jul 2022 / 05:00 AM / G	4,367	\$	175.00
KTNV ABC Good Morning Las Vegas 5am	7/4/2022	We've been talking about the Summerlin Patriotic Parade officially starts at 9	KTNV / 04 Jul 2022 / 05:00 AM / G	4,367	\$	175.00
KVVU FOX 5 News This Morning	7/4/2022	Starting at 9 this morning the return of the Summerlin Council Patriotic Parade	KVVU / 04 Jul 2022 / 08:00 AM / F	32,912	\$	375.00
KVVU FOX 5 News This Morning	7/4/2022	It is the return of the Summerlin Council Patriotic Parade there will be lots of military salutes and so much more	KVVU / 04 Jul 2022 / 07:00 AM / F	27,333	\$	375.00
KVVU FOX 5 News This Morning	7/4/2022	..for details on the route visit summerlinpatriotic parade.com	KVVU / 04 Jul 2022 / 06:00 AM / F	17,945	\$	375.00
KVVU FOX 5 News This Morning	7/4/2022	It is the return of the Summerlin Council Patriotic Parade	KVVU / 04 Jul 2022 / 05:00 AM / F	12,379	\$	200.00
KLAS CBS CH8 News 11pm	7/4/2022	The popular Summerlin Council Patriotic Parade is back..there will be floats, local sports teams..	KLAS / 03 Jul 2022 / 10:58 PM / C	35,490	\$	827.00
KLAS CBS CH8 News Now 630pm	7/3/2022	This weekend the Summerlin Council Patriotic Parade is back	KLAS / 03 Jul 2022 / 06:30 PM / C	173,272	\$	550.00
KLAS CBS 8 News Now 6pm	7/3/2022	The popular Summerlin Council Patriotic Parade is returning for this 4th of July	KLAS / 03 Jul 2022 / 05:58 PM / 8	189,896	\$	4,428.00
KLAS CBS 8 News Now 5pm	7/3/2022	The popular Summerlin Council Patriotic Parade is returning for this 4th of July	KLAS / 03 Jul 2022 / 04:59 PM / 8	165,979	\$	3,870.00
KSNV NBC CH3 11pm	7/3/2022	A community tradition..the Patriotic Parade is back	KSNV / 03 Jul 2022 / 10:58 PM / C	19,038	\$	443.00
KSNV NBC News 3 Live at Six	7/3/2022	A community tradition..the Patriotic Parade is back	KSNV / 03 Jul 2022 / 05:58 PM / N	44,289	\$	1,032.00
KSNV NBC News 3 Live at Five	7/3/2022	Plenty to do this holiday weekend..Summerlin Patriotic Parade	KSNV / 03 Jul 2022 / 05:00 PM / N	25,791	\$	601.00
KVCW The CW News at 10	7/3/2022	We are so excited to provide a full Patriotic Parade where we honor our country and military	KVCW / 03 Jul 2022 / 09:58 PM / T	4,308	\$	100.00
KLAS CBS 8 News Now Sunday Morning	7/3/2022	Just ahead, it's 4th of July weekend..The Summerlin Patriotic Parade is back this weekend	KLAS / 03 Jul 2022 / 08:00 AM / 8	23,697	\$	552.00
KLAS CBS 8 News Now Sunday Morning	7/3/2022	Just ahead, it's 4th of July weekend..The Summerlin Patriotic Parade is back this weekend	KLAS / 03 Jul 2022 / 05:00 AM / 8	8,172	\$	190.00
KLAS CBS 8 News Now Sunday Morning	7/3/2022	Just ahead, it's 4th of July weekend..The Summerlin Patriotic Parade is back this weekend	KLAS / 03 Jul 2022 / 05:00 AM / 8	8,172	\$	190.00
KLAS CBS 8 News Now Sunday Morning	7/3/2022	Just ahead, it's 4th of July weekend..The Summerlin Patriotic Parade is back this weekend	KLAS / 03 Jul 2022 / 05:00 AM / 8	8,172	\$	190.00
KLAS CBS Politics Now Las Vegas	7/2/2022	Politicians will be out and about..the two biggest events..the Patriotic Parade in Summerlin	KLAS / 02 Jul 2022 / 11:35 PM / P	14,824	\$	800.00
KLAS CBS CH8 News 11pm	7/2/2022	..you can get details about everything from fireworks to the Patriotic Parade on our website	KLAS / 01 Jul 2022 / 10:58 PM / C	24,828	\$	1,600.00
KLAS CBS CH8 News 11pm	7/2/2022	The Summerlin Patriotic Parade is back	KLAS / 01 Jul 2022 / 10:58 PM / C	24,828	\$	1,600.00
KLAS CBS CH8 News 11pm	7/2/2022	A reminder..The Summerlin Council Patriotic Parade is back	KLAS / 02 Jul 2022 / 10:58 PM / C	20,075	\$	468.00
KLAS CBS 8 News Now After Sports	7/2/2022	..go to our website you can find details about everything from fireworks to the Patriotic Parade happening in Summerlin	KLAS / 02 Jul 2022 / 07:00 PM / 8	30,226	\$	704.00
KLAS CBS 8 News Now After Sports	7/2/2022	The Summerlin Patriotic Parade is back	KLAS / 02 Jul 2022 / 07:00 PM / 8	30,226	\$	704.00
KSNV NBC CH3 news 11pm	7/2/2022	Plenty to do this weekend..from the Patriotic Parade in Summerlin to..	KSNV / 02 Jul 2022 / 10:58 PM / C	23,261	\$	542.00
KSNV NBC News 3 Live at Six	7/2/2022	Plenty to do this weekend..from the Patriotic Parade in Summerlin to..	KSNV / 02 Jul 2022 / 05:58 PM / N	51,063	\$	1,190.00
KSNV NBC News 3 Live at Five	7/2/2022	Plenty to do this weekend..from the Patriotic Parade in Summerlin to..	KSNV / 02 Jul 2022 / 05:00 PM / N	36,910	\$	950.00
KSNV NBC News 3 Today	7/2/2022	Plenty to do this weekend..from the Patriotic Parade in Summerlin to..	KSNV / 02 Jul 2022 / 06:00 AM / N	10,427	\$	400.00
KLAS CBS 8 News Now Good Day	7/1/2022	..my goodness plus the Summerlin Patriotic Parade back in full force	KLAS / 01 Jul 2022 / 04:00 AM / 8	8,448	\$	200.00
KSNV NBC News 3 Live at Five	7/1/2022	Plenty to do this weekend..from the Patriotic Parade in Summerlin to..	KSNV / 01 Jul 2022 / 05:00 PM / N	36,910	\$	950.00
KLAS CBS CH8 News 11pm	7/1/2022	The popular parade returning this weekend..the Summerlin patriotic Parade is back	KLAS / 01 Jul 2022 / 10:58 PM / C	24,828	\$	1,600.00
KLAS CBS CH8 News 11pm	7/1/2022	go to our website you can find all the details about everything from fireworks to the Patriotic parade in Summerlin	KLAS / 01 Jul 2022 / 10:58 PM / C	24,828	\$	1,600.00
KLAS CBS Las Vegas Now	7/1/2022	It's the biggest July 4th parade west of the Mississippi..we have an exclusive first look..preview of the 28th annual Summerlin C	KLAS / 01 Jul 2022 / 02:59 PM / L	10,065	\$	500.00
KLAS CBS 8 News Now at Noon	7/1/2022	It's the biggest July 4th parade west of the Mississippi..we have an exclusive first look..preview of the 28th annual Summerlin C	KLAS / 01 Jul 2022 / 12:00 PM / 8	16,477	\$	500.00
KSNV NBC Live at Noon	7/1/2022	The Summerlin Patriotic Parade is back	KSNV / 01 Jul 2022 / 12:00 PM / K	19,633	\$	850.00
KVCW Wake Up with the CW	7/1/2022	..you may want to set your alarm even if you have the day off..this year the Summerlin Patriotic Parade is going on	KVCW / 01 Jul 2022 / 07:58 AM / A	3,311	\$	77.00
KVCW Wake Up with the CW	7/1/2022	Whether it is the Patriotic Parade in Summerlin or just good eats we have you covered	KVCW / 01 Jul 2022 / 07:58 AM / A	3,311	\$	77.00
KSNV NBC News 3 Today	7/1/2022	This is the Patriotic Parade..it will look just like it did	KSNV / 01 Jul 2022 / 06:00 AM / N	20,012	\$	850.00
KSNV NBC Live at Noon	6/30/2022	Southern Nevada's largest 4th of July parade is returning for a 28th year..Kyle Wilcox joins us live in Summerlin with a preview r	KSNV / 30 Jun 2022 / 12:00 PM / A	19,633	\$	850.00
KTNV ABC Action News 3pm	6/30/2022	4th of July is almost here and the 28th annual Summerlin Council Patriotic Parade is returning..live in Summerlin with a sneak p	KTNV / 30 Jun 2022 / 03:00 PM / J	5,967	\$	400.00
KTNV ABC Ation News 11am	6/30/2022	All the parade preparation is taking place..Patriotic Parade in Summerlin on Monday morning	KTNV / 30 Jun 2022 / 11:00 AM / J	17,849	\$	400.00
KTNV ABC Action News 11am	6/30/2022	I'm in Summerlin to preview the Patriotic Parade	KTNV / 30 Jun 2022 / 11:00 AM / J	17,849	\$	400.00
KVVU FOX 5 News 1pm	6/30/2022	Final touches are being put on parade floats for the 4th of July Summerlin parade	KVVU / 30 Jun 2022 / 12:58 PM / I	9,955	\$	375.00
KVVU FOX 5 More Show	6/30/2022	Summerlin Council Patriotic Parade is back in full form..join us live from Summerlin for a look	KVVU / 30 Jun 2022 / 09:00 AM / I	27,704	\$	375.00
KVVU FOX 5 News This Morning	6/30/2022	..you can come to the Summerlin Council Patriotic Parade..they have some great floats..we're giving you a look	KVVU / 30 Jun 2022 / 08:00 AM / I	32,912	\$	375.00
KVVU FOX 5 News This Morning	6/30/2022	Summerlin Council Patriotic Parade is back in full form..join us live from Summerlin for a look	KVVU / 30 Jun 2022 / 08:00 AM / I	32,912	\$	375.00
KLAS CBS CH8 News Now 630pm	6/30/2022	Summerlin Council Patriotic Parade is back in full capacity	KLAS / 30 Jun 2022 / 06:30 PM / C	27,095	\$	800.00
KLAS CBS 8 News Now 4pm	6/30/2022	Summerlin Council Patriotic Parade is back..the parade will be from 9-11am on July4th	KLAS / 30 Jun 2022 / 03:58 PM / 8	6,235	\$	525.00
KSNV NBC News 3 Live at Seven	6/30/2022	It's been a community tradition for 28 years..the Summerlin Parade is back	KSNV / 30 Jun 2022 / 07:00 PM / T	19,882	\$	1,700.00
KSNV NBC News 3 Live at Six	6/30/2022	A 4th of July tradition is back..what to expect at this year's Summerlin Patriotic Parade	KSNV / 30 Jun 2022 / 05:58 PM / T	49,553	\$	950.00
KSNV NBC News 3 Live at Six	6/30/2022	The Summerlin Parade went virtual in 2020 and scaled back last year..	KSNV / 30 Jun 2022 / 05:58 PM / T	49,553	\$	950.00
KSNV NBC News 3 Live at Five	6/30/2022	It's be a tradition for 28 years and this 4th the Summerlin Patriotic Parade is back in full strength..volunteers are putting the fini	KSNV / 30 Jun 2022 / 05:00 PM / T	36,910	\$	950.00
KTNV ABC Action News 6pm	6/30/2022	The annual Summerlin Parade is returning to Summerlin	KTNV / 30 Jun 2022 / 06:00 PM / J	22,530	\$	400.00
KVCW The CW News at 10	6/30/2022	We are so excited that we're able to provide a full Summerlin Patriotic Parade	KVCW / 30 Jun 2022 / 09:58 PM / I	6,680	\$	155.00
KVVU FOX 5 News 11pm	6/30/2022	The Summerlin Council Patriotic parade is back in full force.over 70 entries will be part of the show..	KVVU / 30 Jun 2022 / 11:00 PM / I	25,056	\$	1,000.00
KVVU FOX 5 News 4pm	6/30/2022	The Summerlin Council Patriotic parade is back in full force.over 70 entries will be part of the show..	KVVU / 30 Jun 2022 / 04:00 PM / I	19,674	\$	375.00
KLAS CBS 8 News Now Good Day	6/30/2022	The annual Summerlin Patriotic Parade returns this weekend and we're live with a preview	KLAS / 30 Jun 2022 / 06:00 AM / 8	13,177	\$	550.00
KLAS CBS 8 News Now Good Day	6/30/2022	It's a 4th of July tradition and it's back in its original form..the annual Summerlin Patriotic Parade will feature floats..	KLAS / 30 Jun 2022 / 06:00 AM / 8	13,177	\$	550.00
KLAS CBS 8 News Now Good Day	6/30/2022	Guess what's back..the annual Summerlin Patriotic Parade is back in full form..volunteers are putting the finishing touches on t	KLAS / 30 Jun 2022 / 06:00 AM / 8	13,177	\$	550.00
KLAS CBS 8 News Now Good Day	6/30/2022	The annual Summerlin Patriotic Parade returns to Downtown Summerlin	KLAS / 30 Jun 2022 / 05:00 AM / 8	11,841	\$	550.00
KLAS CBS 8 News Now Good Day	6/30/2022	It's a 4th of July tradition and it's back in its original form..the annual Summerlin Patriotic Parade will feature floats..	KLAS / 30 Jun 2022 / 05:00 AM / 8	11,841	\$	550.00
KLAS CBS 8 News Now Good Day	6/30/2022	Ready to celebrate the 4th of July at the Summerlin Patriotic Parade	KLAS / 30 Jun 2022 / 05:00 AM / 8	11,841	\$	550.00
KLAS CBS 8 News Now Good Day	6/30/2022	It's back..Summerlin Patriotic Parade	KLAS / 30 Jun 2022 / 05:00 AM / 8	11,841	\$	550.00

KLAS CBS 8 News Now Good Day	6/30/2022	..the annual tradition continues..the Summerlin Patriotic Parade features floats, balloons..we'll be the emcees again this year	KLAS / 30 Jun 2022 / 04:00 AM / 8	8,448	\$	200.00
KTNV ABC Good Morning Las Vegas 6am	6/30/2022	The annual Summerlin Council Patriotic Parade is back in full swing..	KTNV / 30 Jun 2022 / 06:00 AM / 7	7,386	\$	400.00
KTNV ABC Good Morning Las Vegas 6am	6/30/2022	..looking for something to do..the 28th annual Summerlin Council Patriotic Parade is returning in its full form..live from Summerlin	KTNV / 30 Jun 2022 / 06:00 AM / 7	7,386	\$	400.00
KTNV ABC Good Morning Las Vegas 6am	6/30/2022	The annual Summerlin Council Patriotic Parade is back in full swing..	KTNV / 30 Jun 2022 / 06:00 AM / 7	7,386	\$	400.00
KTNV ABC Good Morning Las Vegas 5am	6/30/2022	The annual Summerlin Council Patriotic Parade is back in full swing..	KTNV / 30 Jun 2022 / 05:00 AM / 7	4,367	\$	175.00
KVVU FOX 5 News This Morning	6/30/2022	The Summerlin Council Patriotic Parade is back in its full form..	KVVU / 30 Jun 2022 / 07:00 AM / 1	27,333	\$	375.00
KVVU FOX 5 News This Morning	6/30/2022	..so where are we?..we are where the Summerlin Council Patriotic Parade is taking place on Monday	KVVU / 30 Jun 2022 / 06:00 AM / 1	17,945	\$	375.00
KVVU FOX 5 News This Morning	6/30/2022	..anyone want to see where the route is..go to summerlinpatriotic parade.com	KVVU / 30 Jun 2022 / 06:00 AM / 1	17,945	\$	375.00
KVVU FOX 5 News This Morning	6/30/2022	All of these beautiful elaborate floats are going to be part of the Summerlin Council Patriotic Parade	KVVU / 30 Jun 2022 / 05:00 AM / 1	12,379	\$	200.00
KLAS CBS 8 News Now Good Day	6/29/2022	The Patriotic Parade in Summerlin..Sherry's going to be hosting..	KLAS / 29 Jun 2022 / 06:00 AM / 8	13,177	\$	550.00
KNPR FM	6/29/2022	The Summerlin Patriotic Parade on Monday July 4th..more than 70 entries..	KNPR-FM / 24 Jun 2022 / 09:30 AM / 8	2,700	\$	41.00
KLAS CBS 8 News Now Good Day	6/29/2022	4th of July celebrations all over the valley..Patriotic Parade in Summerlin	KLAS / 29 Jun 2022 / 05:00 AM / 8	11,841	\$	550.00
KLAS CBS 8 News Now 5pm	6/29/2022	..also Summerlin Parade is Monday..	KLAS / 29 Jun 2022 / 04:59 PM / 8	10,276	\$	525.00
KLAS CBS 8 News Now Good Day	6/29/2022	Fireworks show off the Strip and the Patriotic Parade in Summerlin..Sherry's going to be hosting	KLAS / 29 Jun 2022 / 06:00 AM / 8	13,177	\$	550.00
KLAS CBS CH8 News Now 630pm	6/29/2022	The Summerlin Patriotic Parade is back and we have a preview	KLAS / 29 Jun 2022 / 06:30 PM / C	27,095	\$	800.00
KLAS CBS CH8 News 11pm	6/28/2022	Plenty of places to celebrate the 4th including the Patriotic Parade Monday in Summerlin	KLAS / 28 Jun 2022 / 10:58 PM / C	24,828	\$	1,600.00
KLAS CBS CH8 News 11pm	6/27/2022	We'll see many of you at the Summerlin Parade on that Monday	KLAS / 27 Jun 2022 / 10:58 PM / C	24,828	\$	6,880.00
KLAS CBS Las Vegas Now	6/27/2022	..you are hosting the Summerlin Council Patriotic Parade..the largest parade west of the Mississippi	KLAS / 27 Jun 2022 / 02:59 PM / L	10,065	\$	500.00
KLAS CBS News Good Day	6/14/2022	..they are making quite a name for themselves..they will be at the Summerlin Patriotic Parade	KLAS / 14 Jun 2022 / 05:00 AM / 8	11,841	\$	550.00
KLAS CBS CH8 News 11pm	6/13/2022	..you can see them at the Summerlin Patriotic Parade	KLAS / 13 Jun 2022 / 10:58 PM / C	24,828	\$	1,600.00
KLAS CBS 8 News Now Good Day	6/9/2022	The annual Summerlin Patriotic Parade is back in full action	KLAS / 09 Jun 2022 / 06:00 AM / 8	13,177	\$	550.00
KLAS CBS 8 News Now Good Day	6/9/2022	The annual Summerlin Patriotic Parade is back in full action	KLAS / 09 Jun 2022 / 04:00 AM / 8	8,448	\$	200.00
KLAS CBS CH8 News Now 630pm	6/8/2022	The annual Summerlin Council Patriotic Parade is back in full action	KLAS / 08 Jun 2022 / 06:30 PM / C	27,095	\$	800.00
KLAS CBS 8 News Now 5pm	6/8/2022	The Summerlin Council says its Patriotic Parade this 4th of July is grander than ever..	KLAS / 08 Jun 2022 / 04:59 PM / 8	10,276	\$	525.00
KLAS CBS 8 News Now 4pm	6/8/2022	The Summerlin Council Patriotic Parade is back in full action	KLAS / 08 Jun 2022 / 03:58 PM / 8	6,235	\$	525.00
KLAS CBS 8 News Now at Noon	6/8/2022	The Summerlin Council Patriotic Parade is back in full action	KLAS / 08 Jun 2022 / 12:00 PM / 8	16,477	\$	500.00
KLAS CBS 8 News Now Good Day	5/11/2022	The Summerlin Patriotic Parade is back this summer	KLAS / 11 May 2022 / 04:00 AM / 8	8,448	\$	200.00
KSNV NMC Live at Noon	5/11/2022	Summerlin's 4th of July parade will return full-scale this year	KSNV / 11 May 2022 / 12:00 PM / 8	19,633	\$	850.00
KSNV NBC News 3 Today	5/11/2022	July 4 in Summerlin this year is going to look spectacular	KSNV / 11 May 2022 / 06:00 AM / 8	20,012	\$	850.00
KSNV NBC News 3 Today	5/11/2022	After two years of pandemic restrictions fourth of July in Summerlin is going to look like it did prepandemic	KSNV / 11 May 2022 / 03:58 AM / 8	4,850	\$	113.00
KVCW The CW News at 10	5/11/2022	Summerlin July parade will return this year..	KVCW / 11 May 2022 / 09:58 PM / 8	6,680	\$	155.00
KLAS CBS 8 News Now 6pm	5/10/2022	Summerlin's Patriotic Parade is back in person on the 4th of July	KLAS / 10 May 2022 / 05:58 PM / 8	40,556	\$	800.00
KLAS CBS 8 News Now 5pm	5/10/2022	Start planning where to put your chair now..Summerlin's Patriotic Parade is back in person on the 4th of July	KLAS / 10 May 2022 / 04:59 PM / 8	10,276	\$	525.00
KLAS CBS 8 News Now 4pm	5/10/2022	Start planning where to put your chair now..Summerlin's Patriotic Parade is back in person on the 4th of July	KLAS / 10 May 2022 / 03:58 PM / 8	6,235	\$	525.00
KLAS CBS Las Vegas Now	5/10/2022	Start planning where to put your chair now..Summerlin's Patriotic Parade is back in person on the 4th of July	KLAS / 10 May 2022 / 02:59 PM / 8	10,065	\$	500.00
KLAS CBS 8 News Now at Noon	5/10/2022	Start planning where to put your chair now..Summerlin's Patriotic Parade is back in person on the 4th of July	KLAS / 10 May 2022 / 12:00 PM / 8	16,477	\$	500.00

SOURCE	DATE	HEADLINE	URL	IMPRESSIONS	AD VALUE	DESKTOP REACH	MOBILE REACH
Las Vegas Review-Journal	7/4/2022	Fourth of July parades draw thousands in patriotic celebrations..At least 35,000 people were expected along the one-mile route	https://www.reviewjournal.com/las-vegas-sun	109,761	\$	22,409.00	
Las Vegas Sun	7/4/2022	42 PHOTO: 2022 Summerlin Council Parade	https://www.reviewjournal.com/las-vegas-sun	20,209	\$	4,910.50	
Las Vegas Sun	7/1/2022	14 PHOTOS: Patriotic Parade Preparations	https://www.reviewjournal.com/las-vegas-sun	20,209	\$	4,910.50	
Las Vegas Review-Journal	7/1/2022	Boomtown! A Guide to Las Vegas Fireworks Shows, other July Fourth Events..PHOTO: 28th Annual Summerlin Council Patriotic Parade	https://www.reviewjournal.com/las-vegas-sun	990,238	\$	16,049.00	
Las Vegas Review-Journal	7/1/2022	Looking back on 4th of July celebrations in the Las Vegas Valley..Take a moment to revisit some of the events of summers past	https://www.reviewjournal.com/las-vegas-sun	90,238	\$	10,415.00	
Las Vegas Sun	6/30/2022	Patriotic Parade Preparations..14 PHOTOS..Workers put the finishing touches on parade floats in Summerlin Thursday, June 30,	https://lasvegassun.com/photos/	20,209	\$	4,910.50	
Las Vegas Sun	6/30/2022	PHOTO: A Mario-themed float, complete with spinning wheels, is shown among parade floats in Summerlin Thursday, June 30,	https://www.reviewjournal.com/las-vegas-sun	20,209	\$	4,910.50	
Las Vegas Review-Journal	6/30/2022	'Avengers,' Golden Knights assembling for Summerlin's July 4 parade..Shielded from the blazing heat under a large air-conditioned tent	https://www.reviewjournal.com/las-vegas-sun	90,238	\$	10,415.00	
Las Vegas Weekly	6/29/2022	What to do in Las Vegas this week (June 30-July 6 edition)..MISC: SUMMERLIN COUNCIL PATRIOTIC PARADE 8:30 a.m., Summerlin	https://lasvegassun.com/ae/2/	58,987	\$	10,605.00	
Las Vegas Review-Journal	6/27/2022	Summerlin's 4th of July parade over the years — PHOTOS	https://www.reviewjournal.com/las-vegas-sun	109,761	\$	22,409.00	
VEGAS Magazine	6/27/2022	Vegas Magazine's Guide To July and August in Sin City..Summerlin Council Patriotic Parade	https://vegasmagazine.com/july-august	65,609	\$	127,732.00	
Las Vegas Review-Journal	6/27/2022	Guide to July 4th fireworks, patriotic events in Las Vegas..the 28th annual Summerlin Council Patriotic Parade is expected to be the largest	https://www.reviewjournal.com/las-vegas-sun	90,238	\$	11,780.00	
Las Vegas Review-Journal	6/27/2022	Summerlin to celebrate Fourth of July..The entire Las Vegas Valley is invited to celebrate Independence Day at the 28th Annual Summerlin Council Patriotic Parade	https://www.reviewjournal.com/las-vegas-sun	90,238	\$	11,610.00	
VEGAS Magazine	6/7/2022	7 Ways To Spend Your 4th of July in Las Vegas..Summerlin Patriotic Parade	https://vegasmagazine.com/4th-of-july	65,609	\$	127,732.00	
Las Vegas Review-Journal	5/20/2022	Special to Guide to Summer Fun: Summerlin July 4 parade returns to full grandeur	https://www.reviewjournal.com/las-vegas-sun	90,238	\$	3,756.00	
Las Vegas Review-Journal	5/16/2022	REAL ESTATE BRIEFS..The entire Las Vegas valley is invited to celebrate Independence Day at the 28th annual Summerlin Council Patriotic Parade	https://www.reviewjournal.com/las-vegas-sun	90,238	\$	1,878.00	
Las Vegas Review-Journal	5/10/2022	'Grander than ever': Summerlin Fourth of July parade announced	https://www.reviewjournal.com/las-vegas-sun	90,238	\$	10,585.00	

TOTAL IMPRESSIONS 389,317,295
TOTAL AD VALUE \$ 4,063,620.56
TOTAL PR VALUE \$ 12,190,861.68
HITS 248