


 **200**  
DONORS

**3,517**  
SUBSCRIBERS

 **184** TRAILER WRAPS  
ON THE ROAD

 **1,000**  
ORNAMENTS SOLD

 **170,771**  
TRADE SHOW ATTENDEES REACHED

**SAFETY SAMMY**  
LAUNCHED 

 EARNED MEDIA

**54** STORIES PLACED

**13** OP-EDS PLACED

**81.3M**

TOTAL IMPRESSIONS

**40.2K**

PRESS RELEASE VIEWS

## SOCIAL MEDIA

 **FACEBOOK**  
**13,506**  
FOLLOWERS

**17%** GROWTH

 **TWITTER**  
**3,653**  
FOLLOWERS

**32%** GROWTH

 **INSTAGRAM**  
**389**  
FOLLOWERS

**102%** GROWTH

 **LINKEDIN**  
**224**  
FOLLOWERS

**39%** GROWTH

 **MEDIUM**  
**95**  
FOLLOWERS

**BLOG LAUNCHED**



**9K** VIDEO VIEWS

“THE DELIVERY” EDUCATIONAL VIDEO PREMIERED

## CAMPAIGNS

**17.4M** BILLBOARD IMPRESSIONS  
13 BILLBOARDS ON U.S. HIGHWAYS



**26.6M**  
RADIO LISTENERS



**500K**  
ONLINE IMPRESSIONS