

Public Relations Recap



Philadelphia, PA - April 2023



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PHILADELPHIA 2023 OVERVIEW>

- **Pre-Event Coverage**
 - Tickets On Sale Release
 - Event Listings
 - Entertainment Round Ups
- **Interactive Media Opportunities**
 - Live-remote EMPR segments
 - Track Construction
 - Drivers' Practice
- Total Stories: 50 (31 Broadcast, 6 Online, 4 Social Media, 9 Influencer)
- Total Impressions: 19,269,205
- Total Publicity Value (TV Only): \$169,890.43+



RESULTS RECAP > BROADCAST

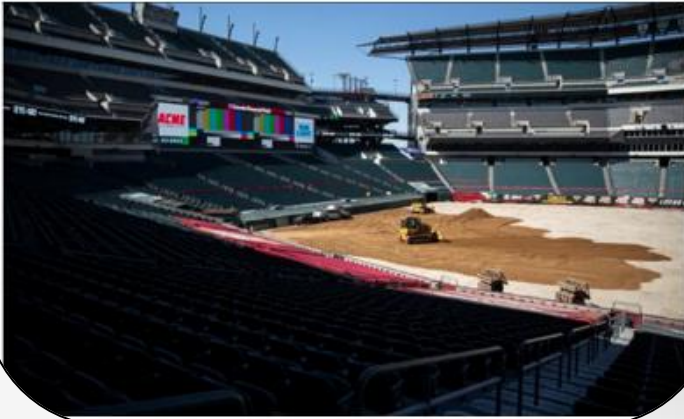


RESULTS RECAP > ONLINE

The Philadelphia Inquirer

Trucks and dirt arrive in Philly < for Monster Jam

Track construction for Monster Jam began at Lincoln Financial Field in Philadelphia on Thursday. According to Tour Manager Tamlyn Horne, it takes about eight hours to bring the dirt in and eight hours to build the track. She described the process as "almost like a mechanical ballet," with all of the machines and trucks used to create the track.



MONSTER JAM

Monster Jam brings daredevil drivers, high-flying trucks to Lincoln Financial Field on Saturday

By Conny Davis
Friday, April 24, 2023



Monster Jam crews are transforming Lincoln Financial Field into a dirt course for daredevil drivers with high-flying trucks ahead of Saturday's show.

SOUTH PHILADELPHIA (WPVI) -- Monster Jam crews are working to transform Lincoln Financial Field into a dirt course for high-flying trucks that will be used in competition Saturday night.

With four 700 pound tires that are supporting a 12,000 pound truck, Soldier Fortune is all shined up and ready for the competition.

"I've been driving for about eight years now. I previously drove El Toro Loco, now piloting for the men and women in uniform," said driver, Kayla Blood.

Blood said she was a member of the Louisiana National Guard and said it's a big honor for her to drive the truck.



LOCAL NEWS

Monster Jam motors into Lincoln Financial Field on Saturday



PHILADELPHIA (CBS) -- This weekend, Lincoln Financial Field is trading turf for a race track. Monster Jam is motoring into town on Saturday and setup is already underway ahead of the big show.

We were at the Linc on Friday to get a preview of the show.

This weekend only, Monster Jam is coming to town for an exciting, energetic, family-fun event.

Todd LeDuc, who drives Megalodon, and Philadelphia Eagles legend Brandon Graham were at the Linc on Friday for the preview.

RESULTS RECAP > INFLUENCER

