

## 2019 COLORADO BBQ CHALLENGE // MEDIA & INFLUENCER COVERAGE RECAP

In the following pages, you will find a recap of all media and influencer coverage garnered for the 2019 Colorado BBQ Challenge.

BPR and the Town of Frisco hosted a media and influencer preview event for the Colorado BBQ Challenge in Denver on May 1, 2019, which—in tandem with additional pitching and proactive outreach—resulted in **86 pieces of media and influencer coverage** surrounding the event, and **40,385,697 total potential impressions**.

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## MEDIA COVERAGE

**303 Magazine:** [35 Spring and Summer Colorado Food Festivals You Need to Know](#)

261,500 unique monthly visitors

**West of 105:** [41 Colorado Festivals to Attend this June](#)

5,000 unique monthly visitors

**The Denver Post:** [Festivals bring the bacon, showcase art, music, wine](#)

Circulation: 156,223

**The Denver Post:** [Your ultimate guide to every don't-miss Colorado summer festival and event in 2019](#)

4,772,816 unique monthly visitors

**303 Magazine:** [COLORADO BBQ CHALLENGE RETURNS TO FRISCO FOR FATHER'S DAY WEEKEND](#)

261,500 unique monthly visitors

**Barbecue Bible:** [Barbecue Festivals You Can't Miss This Summer](#)

268,350 unique monthly visitors

**5280:** [38 Fantastic Foodie Events Coming to Colorado in June](#)

292,640 unique monthly visitors

**Colorado Parent:** [Calendar: Colorado BBQ Challenge](#)

Circulation: 45,821

**DiningOut:** [10 Can't-Miss Foodie Events this June to Kick off Summer](#)

2,760 unique monthly visitors

**Honest Cooking:** [Things you Must Try at Frisco's BBQ Challenge](#)

520,000 unique monthly visitors

**Westword:** [The Ten Best Food Festivals in Colorado This Summer](#)

1,460,000 unique monthly visitors

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## MEDIA COVERAGE CONT.

**The Denver Post:** [Barbecue becomes a competitive sport as cooks go to great lengths to win the Colorado BBQ Challenge](#)

4,772,816 unique monthly visitors

**Westword:** [Hundreds of Things to Do Around Colorado This Summer](#)

1,460,000 unique monthly visitors

**Westword:** [The Seven Best Events on the Culinary Calendar This Week](#)

1,460,000 unique monthly visitors

**Westword:** [The 21 Best Events in Denver, June 10 Through June 16](#)

1,460,000 unique monthly visitors

**Colorado Parent:** [Where to Treat Dad This Father's Day](#)

9,195 unique monthly visitors

**FOX31 Morning News:** [Colorado BBQ Challenge](#)

25,000 viewers

**9News.com:** [9Things to do in Colorado this weekend: June 14-16](#)

3,157,184 unique monthly visitors

**Westword:** [The Nine Best Events on the Culinary Calendar This Weekend](#)

1,460,000 unique monthly visitors

**1000ThingsToDoInDenver.com:** [10 Awesome Things To Do In Frisco, Colorado](#)

**TheDenverChannel.com:** [7 best things to do in Colorado this Father's Day weekend, June 14-16, 2019](#)

2,110,000 unique monthly visitors

**Thrillist:** [Everything Fun Happening This Weekend in Denver](#)

16,310,000 unique monthly visitors

# 2019 COLORADO BBQ CHALLENGE // MEDIA & INFLUENCER COVERAGE RECAP



## INFLUENCER COVERAGE

Kelsey Osborn & Andrew Wallace, [@chow\\_milehigh](#)

**Focus:** Kelsey & Andrew of @chow\_milehigh are a Denver-based influencer duo known for sharing their favorite places to find delicious food and drinks in Colorado.

**Followers:** 14,500

**Coverage:** Instagram Post #1 | May 30, 2019

View the live post with comments [here](#).



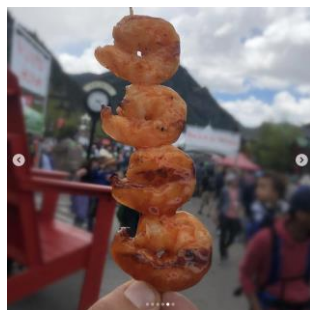
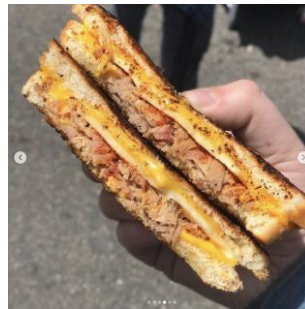
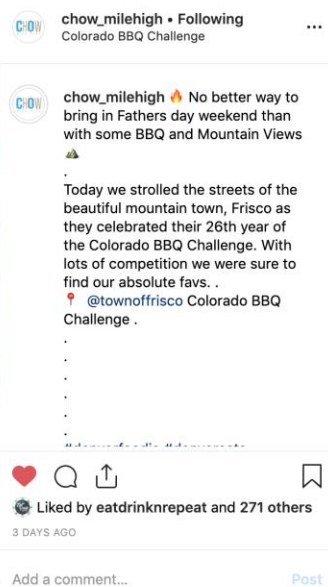
**Total Engagements (Likes & Comments):** 231

## INFLUENCER COVERAGE

Kelsey Osborn & Andrew Wallace, [@chow\\_milehigh](#)

Coverage: Instagram Post #2 with 6 carousel images | June 15, 2019

View the live post with comments [here](#).



Total Engagements (Likes & Comments): 281



Kelsey Osborn & Andrew Wallace, [@chow\\_milehigh](#)



Coverage: Instagram Stories | June 10 - 15, 2019



CHOW MILE HIGH  
CAN'T ON NEXT PAGE...





## INFLUENCER COVERAGE

Kelsey Osborn & Andrew Wallace, [@chow\\_milehigh](#)

Coverage: Instagram Stories | June 15, 2019



Total Potential Story Impressions: **309,000**  
Total Story Engagements (views and clicks):  
**7,847**

## INFLUENCER COVERAGE

**Morgan Wilson & Celia Galvin, @mountainsandmimosas**

**Focus:** Mountains and Mimosas is a guide to the best locations to eat, drink and explore the outdoors in Colorado. The channel routinely offers giveaways that see high engagement from their followers.

**Followers:** 6,837

**Coverage:** Instagram Post #1 | May 21, 2019

View the live post with comments [here](#).



**Total Engagements (Likes & Comments): 995**





Morgan Wilson & Celia Galvin, [@mountainsandmimosas](#)

Coverage: Instagram Post #2 | June 19, 2019  
View the live post with comments [here](#).



**mountainsandmimosas** • Following ...  
Frisco, Colorado



mountainsandmimosas We like pig butts and we cannot lie. 🐷 The @townoffrisco BBQ Challenge was this past weekend and it's HANDS DOWN our favorite summer fest! We started the day by running the Bacon Burner 6k 🏃🏻‍♀️🏃🏻 (mostly so we wouldn't feel so guilty about all the 'cue 😊) and spent the rest of the day strolling Main St., sampling amazing BBQ 🍖, and listening to live music 🎵. Our favorites were the ribs from @proudsoulsbarbecue and this delicious creation (pulled pork Mac n cheese grilled cheese- I mean come on!) from @bigsmeatwagon. Our calendars are already marked for next year! 📅🔖



 Liked by chow\_milehigh and 665 others

JUNE 19

Add a comment... Post

Total Engagements (Likes & Comments): 692

## INFLUENCER COVERAGE

Morgan Wilson & Celia Galvin, [@mountainsandmimosas](https://www.instagram.com/mountainsandmimosas)

Coverage: Instagram Stories | June 14-15, 2019





## INFLUENCER COVERAGE

Morgan Wilson & Celia Galvin, [@mountainsandmimosas](https://www.instagram.com/mountainsandmimosas)

Coverage: Instagram Stories | June 14-15, 2019



Total Potential Story Impressions: **88,907**

Total Story Engagements (views and link clicks): **4,082**



## INFLUENCER COVERAGE



Adam McKenzie, [@thisjewcanque](#)

**Focus:** In March of 2017, Adam McKenzie started This Jew Can Que to chronicle his growing interest in all things BBQ. Today, his account boasts an engaged audience and showcases the variety of his BBQ adventures.

**Followers:** 165,000

**Coverage:** Instagram Post #1 | June 3, 2019

View the live post with comments [here](#).

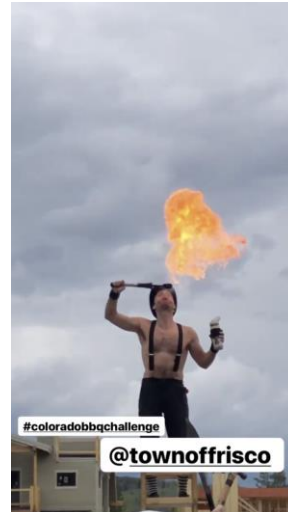


**Total Engagements (Likes & Comments): 1,153**

## INFLUENCER COVERAGE

Adam McKenzie, [@thisjewcanque](#)

Coverage: Instagram Stories | June 14-15, 2019

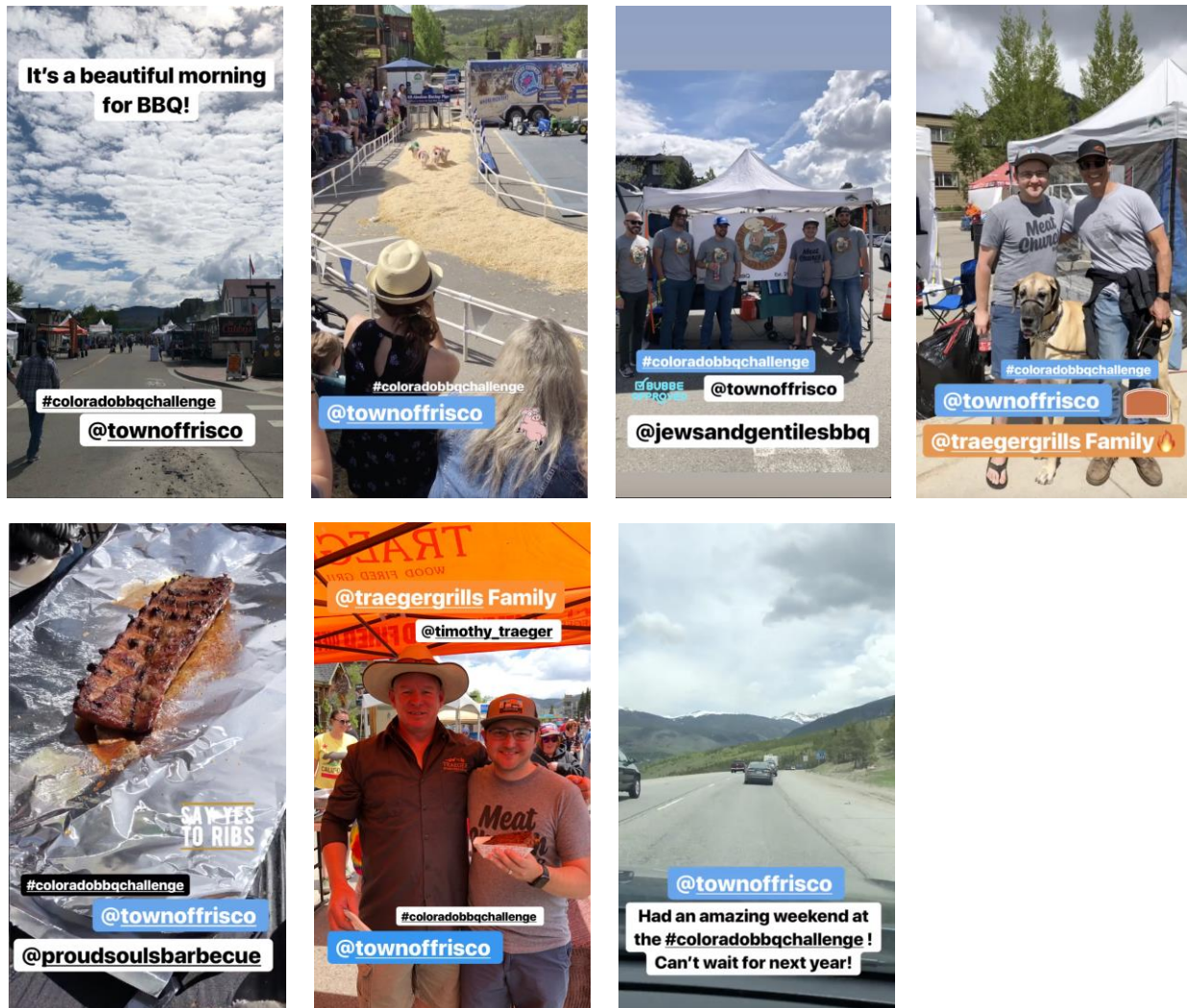




## INFLUENCER COVERAGE

Adam McKenzie, [@thisjewcanque](#)

Coverage: Instagram Stories | June 14-15, 2019



Total Potential Story Impressions: **2,475,000**

Total Story Engagements (views and link clicks): **51,499**



## INFLUENCER COVERAGE



Kayla Jones, [@1000thingstodoindenver](#)

**Focus:** Voted Denver's best Instagram account, 1000 Things to do in Denver is a guide to the best food, drink, fashion, fitness, music, art and the outdoors that Colorado has to offer.

**Followers:** 66,178

**Coverage:** Instagram Post #1 with video | June 9, 2019

View the live post with comments [here](#).



**Total Engagements (Likes & Comments):** 257

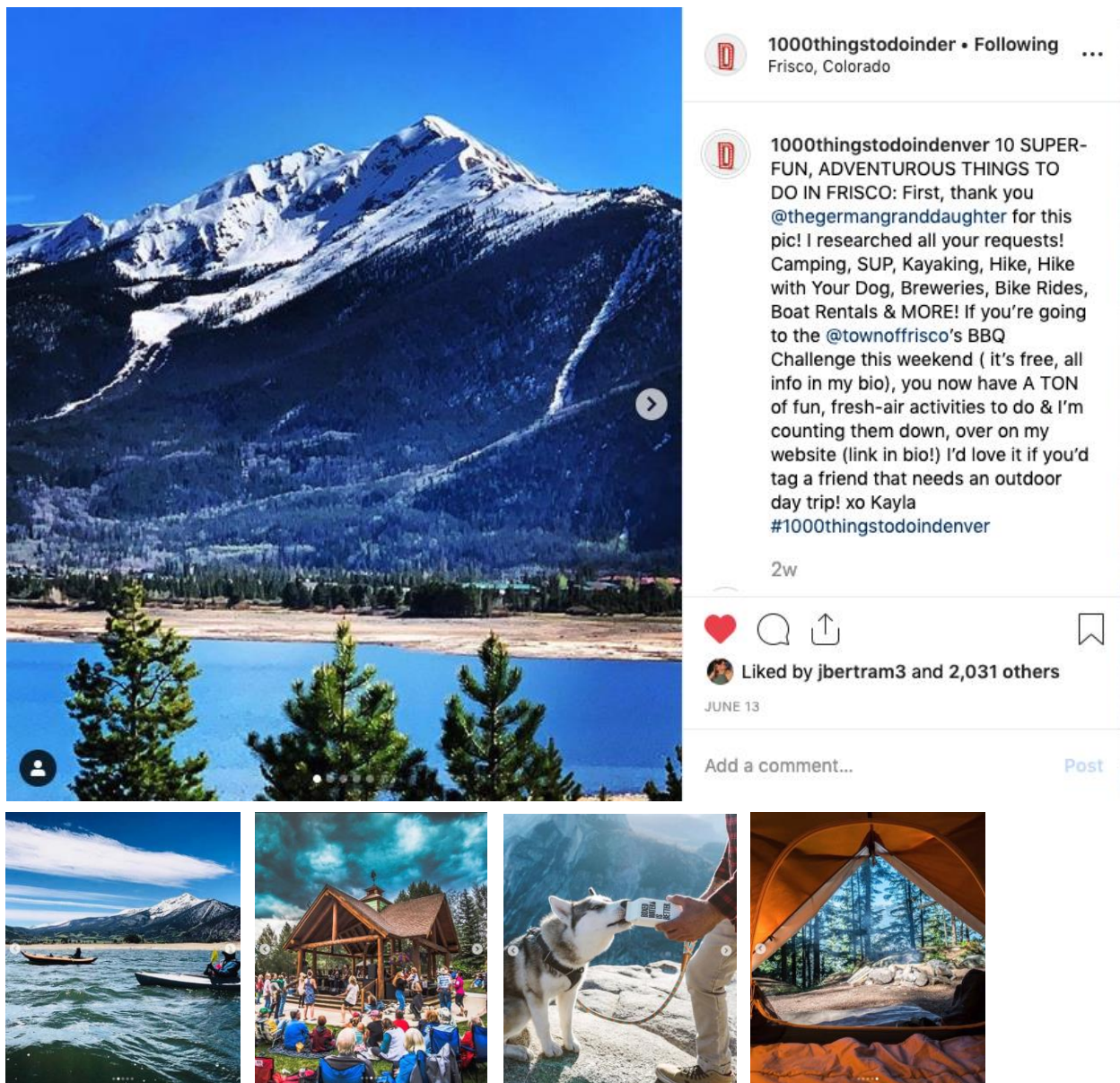
**Total Video Views:** 5,531

## INFLUENCER COVERAGE

Kayla Jones, [@1000thingstodoindenver](#)

Coverage: Instagram Post #2 with 5 carousel images | June 13, 2019

View the live post with comments [here](#).



Total Engagements (Likes & Comments): 2,095



## INFLUENCER COVERAGE

Kayla Jones, [@1000thingstodoindenver](#)

Coverage: Instagram Stories | June 14, 2019



Total Potential Story Impressions: **198,534**

Total Story Engagements (views and link clicks): **36,860**