



Media Interest in U.S. Civil Rights Trail

There was immense interest from the media concerning the launch of the U.S. Civil Rights Trail. Officially launched Jan. 15, MLK Day in the U.S., the Trail garnered approximately 15.8 million impressions by late January. *BBC*, *CBS News* and *The New York Times* were just a few of the outlets to give extensive print to this project.

Through Jan. 26, 2018 the U.S. Civil Rights Trail produced:

- 81 articles
- 3.5 billion online readership
- 2.37 million estimated readership views
- 670,000 social shares

We anticipate even more coverage in the weeks ahead.

Thanks to each of our state tourism offices in providing press releases to the media!

