

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JUNE 24 – JULY 1, 2022

EARNED MEDIA PLACEMENT HIGHLIGHTS **3.6M+ IMPRESSIONS**

PUERTO RICO TRAVEL GUIDE FOR LGBTQ+ TRAVELERS



BEST CARIBBEAN CRUISE TIPS TO HELP YOU MAKE THE MOST OF YOUR TIME ABROAD AND ASHORE



10 Best Rums For A Coquito





reason." Date: 6/29

"For insights into the area's colonial past, visit the massive stone fortresses and La Fortaleza in San Juan, Puerto Rico. Wander the narrow cobblestone streets of Old San Juan."

Date: 6/29

TASING JABE

"Coquito is typically compared to eggnog, but with a tropical twist. The drink is a blend of various kinds of milk, coconut, cinnamon, and rum that's meant to be sipped during the holiday season."

SOCIAL REACH HIGHLIGHTS 2.4M+ IMPRESSIONS

LATINISTA

"Cowan told Latinista he loves Old San Juan, for its colorful houses and lively atmosphere and Arecibo in particular for its amazing views and inspiring sunsets, specifically from Cueva Ventana." SUNSHINE AND DESIGN – FASHION WEEK STANDOUT CHRISTIAN COWAN DESIGNED A LUXURY TEE HONORING HIS LOVE OF PUERTO RICO



Date: 6/24

instinct SAN JUAN, PUERTO RICO WAS THE TRAVEL ITCH CURE

WE NEEDED "The emerging Santurce neighborhood is the art and nightlife nexus of San Juan. Today, formerly rundown buildings are canvases for vibrant street art, house

James Beard Award-nominated restaurants, and invite the LGBTQ community to dance deep into the night

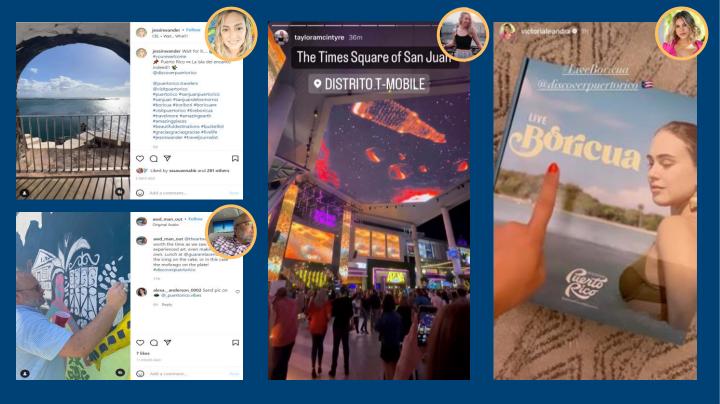
Date: 6/30

Date: 6/26

M THE MANUAL

"Vieques, an island off the coast of Puerto Rico, is home to Playa Negra, a black sand beach formed from the black sands that wash down from Monte Pirata during heavy rainfall." 17 BEST EXOTIC BLACK SAND BEACHES IN THE WORLD





Ketchum

FOR ANY QUESTIONS, PLEASE CONTACT: Alejandra.benitezgutierrez@ketchum.com

