



Greater Stillwater
Chamber of
Commerce - World
Snow Sculpting
Championship

PR Recap

1/31/2024

PROJECT RECAP

OBJECTIVES

- KPIs:
 - 5+ local media placements
 - At least 1 broadcast placement
 - 1-2 national media placements
 - 1-2 international media placements





BIG MEDIA WINS



MEDIA HIGHLIGHTS RECAP: 2024 EVENT

520

2.01B

58

Total Placements

Earned: 499
Organic: 21

Total Impressions

Earned: 2,001,775,529
Organic: 11,032,068

International Placements

Australia, Canada, UK, Poland,
China, India, Israel, France, Taiwan,
Singapore, Malaysia

[Full Report Linked Here](#)



YEAR OVER YEAR

	Total Placements	Total Impressions	International Placements
2024	520	2.01B	58
2023	325	1.5B	3
2022	299	562M	1

PR REPORT

LOCAL COVERAGE HIGHLIGHTS

November 22, 2023 | Pioneer Press

[Stillwater to host World Snow Sculpting Championship for third time](#)

Impressions: 1,034,706

January 10, 2024 | Star Tribune

[Machine-made snow will save Stillwater's snow sculpture championships](#)

Impressions: 4,047,980

January 10, 2024 | KARE-TV

[Snowmaking conditions finally right for World Snow Sculpting Championship in Stillwater](#)

Impressions: 2,013,107

January 15, 2024 | KMSP-TV

[Snow piles up in Stillwater ahead of sculpting championship](#)

Impressions: 3,573,520

January 18, 2024 | KSTP-TV

[Snow sculpting underway for world championship in Stillwater](#)

Impressions: 1,199,199

January 18, 2024 | WCCO-TV

[Artists compete in World Snow Sculpting Championships](#)

Impressions: 43,843,683



PR REPORT

EAST METRO

Machine-made snow will save Stillwater's snow sculpture championships

A crew from Afton Alps ski area swooped into Stillwater with a snow gun to save the snow sculpture championships.

By Matt McKinney Star Tribune | JANUARY 10, 2024 — 6:00AM

HIGHLIGHTS ACROSS THE US

January 18, 2024 | WQAD News 8 (Illinois)

[Minnesota town thankful for winter weather in time for snow sculpting competition](#)

Impressions: 309,000

January 18, 2024 | KMOL-TV (Victoria, TX)

[MN: WORLD SNOW SCULPTING CHAMPIONSHIP](#)

Impressions: 60,383

January 18, 2024 | KNXV-TV (Phoenix, AZ)

[KNXV-TV \(Phoenix, AZ\) - ABC15 News at 10PM](#)

Impressions: 54,568

January 19, 2024 | KEYT-TV (California)

[Sculptors from around the world compete in World Snow Sculpting Championship](#)

Impressions: 267,394

January 19, 2024 | Spectrum News Triad (North Carolina)

[Spectrum News Triad - Time Warner News](#)

Impressions: 1,188,206

January 19, 2024 | WFMZ (Pennsylvania)

[MN: WORLD SNOW SCULPTING CHAMPIONSHIP](#)

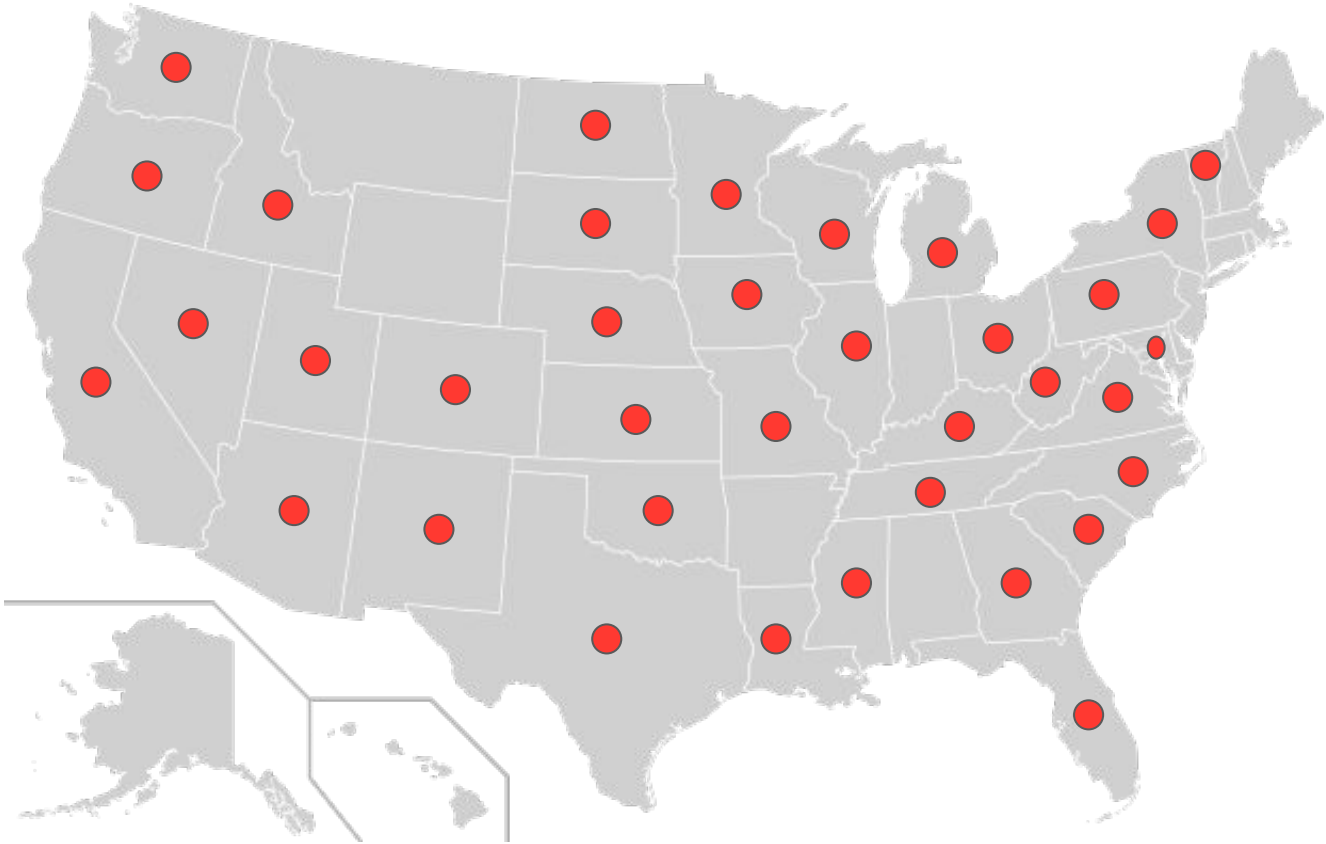
Impressions: 1,473,461



Sculptors from around the world compete in Snow Sculpting Championship in Minnesota



COVERED IN 36 STATES ACROSS THE COUNTRY



PR REPORT

NATIONAL COVERAGE HIGHLIGHTS

January 25, 2024 | PBS

[January 25, 2024 | NewsDepth 2023-2024 | Episode 15](#)

Impressions: 11,790,250

January 19, 2024 | Yahoo News

[World Snow Sculpting Championship underway](#)

Impressions: 58,768,090

January 18, 2024 | TODAY

[70 fun facts for your next trivia night](#)

Impressions: 30,350,883

January 17, 2024 | AOL

[Stillwater's World Snow Sculpting Competition returns for 2024](#)

Impressions: 21,037,345

January 16, 2024 | Hoodline

[Stillwater Rallies for World Snow Sculpting Championship Amid Frigid Temperatures](#)

Impressions: 728,784

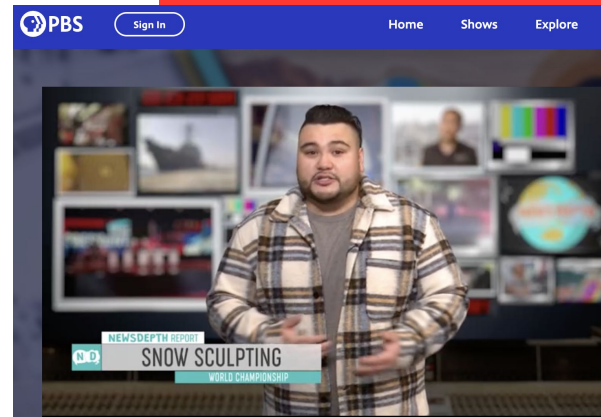
December 18, 2023 | Good News Network

[Minnesota Hosts World Snow Sculpting Championship—And The Giant Ice Art is Spectacular](#)

Impressions: 1,363,131



65 Stillwater, Minnesota, formerly a big player in the lumber industry, hosts the [World Snow Sculpting Championships](#), sanctioned by the Association Internationale de Sculpture sur Neige et Glace (International Association of Ice and Snow Sculpture) based in Finland. For the event, teams travel from around the world to make intricate snow sculptures.



HIGHLIGHTS AROUND THE WORLD

November 29, 2023 | Time Out (UK)

[The best winter festivals in the U.S. to see ice do magical things](#)

Impressions: 21,183,224

December 16, 2023 | WorldAtlas (Canada)

[These Towns In Minnesota Come Alive In Winter](#)

Impressions: 4,706,911

January 1, 2024 | Goodnet (Israel)

[7 Cool Winter Festivals to Visit](#)

Impressions: 239,134

January 3, 2024 | BNN Breaking (Hong Kong)

[World Snow Sculpting Championship Returns to Stillwater Amid Snow Scarcity](#)

Impressions: 208,330

January 19, 2024 | Bollyinside (India)

[Sculptors from Around the World Compete in World Snow Sculpting Championship](#)

Impressions: 236,360

January 20, 2024 | Sky News (Australia)

[World Snow Sculpting Championship underway in Minnesota](#)

Impressions: 1,876,467

World News > United States



World Snow Sculpting Championship underway in Minnesota

January 20, 2024 - 7:01PM sky news.com.au

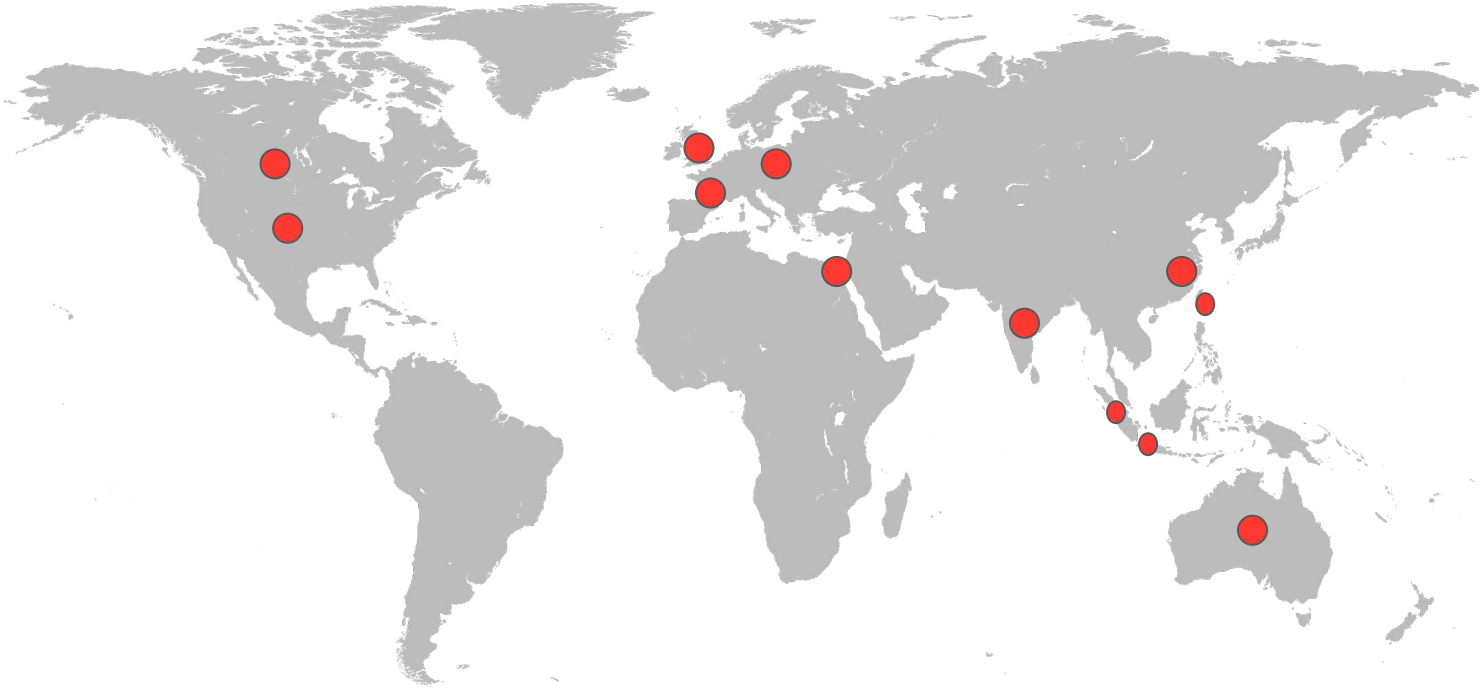
SPORTS

World Snow Sculpting Championship Stillwater Amid Snow Scarcity

By Salman Khan Published: January 3, 2024 at 10:56 am EST



COVERED IN 12 COUNTRIES ACROSS THE GLOBE



* The World Snow Sculpting Championship was covered in Australian news outlets 37 times!

KEY PR TAKEAWAYS

WHAT WORKED

- Starting the project in Oct/Nov provided much needed time to expand our media list to include more national and international outlets
- Local media know about this event and love to cover it - working with them ahead of time to plan interviews allowed for a more seamless process
- States / countries that receive little to no snow think this event is unique because it is so novel to them
- The timing of this event is very important - 1 week prior to the International Snow Sculpting Competition in Colorado and the St. Paul Winter Carnival. We are able to provide stories and opportunities to the media before they are burnt out from snow / ice sculpting

WHAT WE LEARNED

- Countries without teams that loved this news, could we market to them early next year to try to get teams to sign up?
- Building a complete media list for all the participating countries was a big up front lift.
 - Now that we have this list, it will only require updates next year and will be much less of a time commitment
- Staying nimble with our PR strategy and pivoting as needed was critical to success
 - A snowless winter in MN will always be newsworthy
- Working with international media in their primary languages proved to be difficult. We will change our approach and develop new tactics should we be given this opportunity again



THANKS!