



MEDIA RECAP

In the five events on August 17-23, Ride4Cops media placements included:

- 1 national TV network***
- 1 major daily newspaper***
- 11 TV affiliates***
- 12 newspapers***
- 1 radio interview***

A break down by market includes:

Boston – 10th largest media market in the U.S.

NBC Today Show <http://www.today.com/video/today/52800470#52800470>

The Boston Globe

Photo slide show:

<http://www.boston.com/news/local/massachusetts/2013/08/17/ride-cops-honors-collier-fallen-officers/f1GZhHVM2sgsidVY6xJyzJ/pictures.html>

Article: <http://www.boston.com/metrodesk/2013/08/17/police-ride-remember-fallen-comrades-raise-money-for-families/dq1h13hYuuAzWAT42PSXgO/story.html>

WCVB-TV ABC <http://www.wcvb.com/news/local/metro/police-ride-to-pay-tribute-to-fallen-mit-officer-sean-collier/-/11971628/21508718/-/m0ex2sz/-/index.html>

WBZ-TV CBS <http://boston.cbslocal.com/2013/08/17/police-ride-to-pay-tribute-to-fallen-mit-officer/>

WHDH-TV NBC <http://www1.whdh.com/news/articles/local/metro-west/10011447114829/police-ride-pay-tribute-to-fallen-mit-officer-sean-collier/>
New England Cable News <http://www.youtube.com/watch?v=6W3T9HGztl8>
Metro Boston <http://www.metro.us/boston/news/local/2013/08/14/boston-area-officers-to-ride4cops-this-weekend/>
The Lowell Sun http://www.lowellsun.com/breakingnews/ci_23884085/police-ride-pay-tribute-fallen-mit-officer-wilmington
Somerville Journal
<http://www.wickedlocal.com/somerville/news/x369948677/Ride4Cops-holds-Sean-Collier-memorial-ride-in-Cambridge-Aug-17>
Cambridge Chronicle
<http://www.wickedlocal.com/cambridge/news/x273449634/Ride4Cops-to-hold-Collier-Memorial-Ride-at-MIT>
Boston Herald
Morning Sentinel <http://www.onlinesentinel.com/news/Police-ride-pay-tribute-to-fallen-MIT-officer-.html>

Augusta, Maine

Bangor Daily News
<http://bangordailynews.com/2013/08/19/news/state/motorcyclists-gather-in-augusta-to-support-families-of-fallen-law-enforcement-officers/>
Kennebec Journal <http://www.kjonline.com/news/Fallen-officers-recognized-with-Ride4Cops-event-in-Augusta.html>
92.3 The Moose radio <http://92moose.fm/a-rolling-memorial-comes-to-augusta-fallen-officers-remembered-today-galleryaudio/>
WMTW-TV ABC <http://www.wmtw.com/motorcycle-ride-honoring-fallen-officers-coming-to-maine/-/8792672/21521660/-/rsop13z/-/index.html>
WBAI-TV CBS <http://www.wabi.tv/news/42608/ride-in-honor-of-fallen-maine-officers-collects-nearly-3500-to-support-families>
WLBZ-TV NBC
WCSH-TV NBC Portland <http://kennebecvalley.wcsh6.com/news/news/564153-ride4cops-rolls-augusta>

Concord, New Hampshire

A pre-event AP article ran in the Bradenton Herald and was aired on WMWR-TV <http://www.wmur.com/page/search/htv-man/news/nh->

news/group-to-honor-officers-killed-in-the-line-of-duty/-/9857858/21538614/-/qjbtjz/-/index.html

Providence, Rhode Island – 43rd largest media market in the U.S.

Providence Journal

<http://www.providencejournal.com/topics/photos/featured/20130823-ride4cops-honors-families-of-fallen-police-officers.ece?ssimg=1159221>

Providence Business News http://www.pbn.com/Philanthropy-calendar-90954?search_filter=ride4cops&sub_type=stories,packages

WLNE-TV <http://www.abc6.com/story/23162076/police-ride-to-pay-tribute-to-fallen-mit-officer>

WPRI-TV <http://www.wpri.com/news/local/providence/wpri-providence-ride-honors-officers-lost-in-line-of-duty-fallen-police-officers-ride4cops-funds-support-img>

Hartford, Connecticut

Hartford Courant <http://www.courant.com/news/local/photo/hc-ride4cops-20130823,0,650795.photogallery>

CT News Junkie online

http://www.ctnewsjunkie.com/ctnj.php/archives/entry/former_cop_brings_charity_ride_to_capitol/