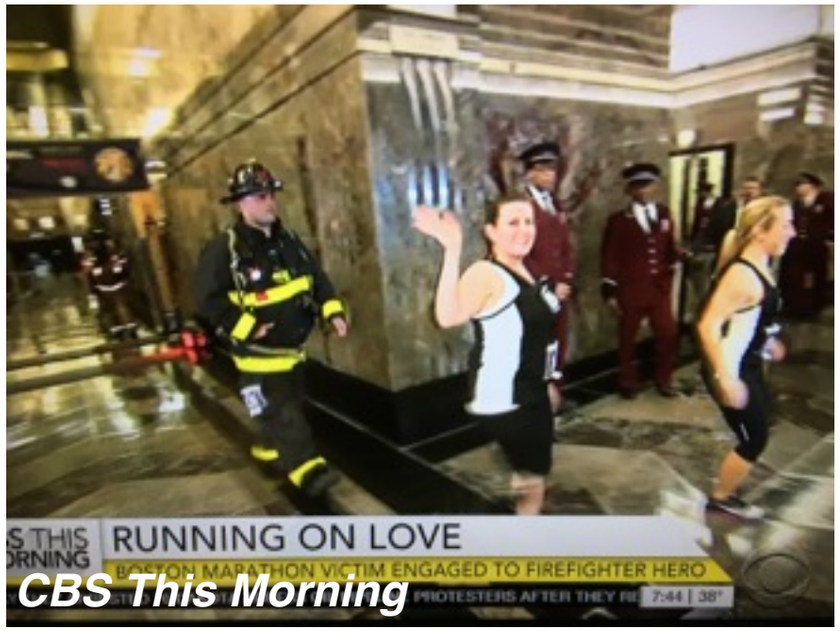
2017 Empire State Building Run-Up presented by Marmot Challenged Athletes Foundation Recap

Media Highlights

	Reach	Value
2015	*93 million*	*$117,180*
2016	*149 million*	*$182,637*
2017	**375 million**	**$7,412,018**

[Full Media Report Here]



CBS This Morning

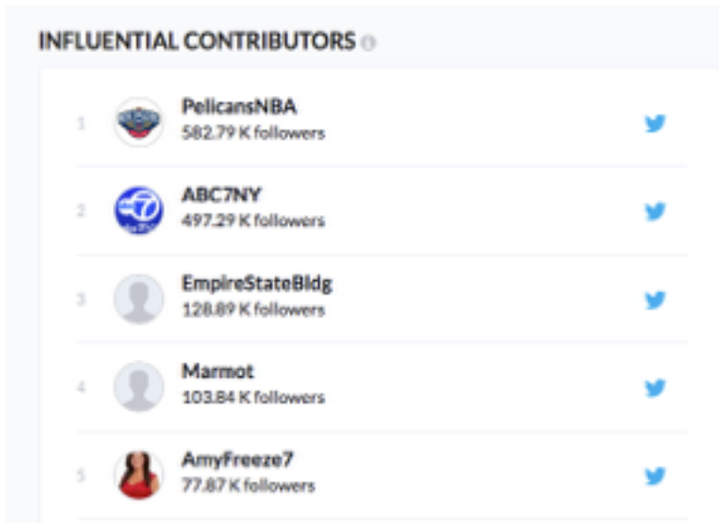
CBS Evening News

Key Stories (752 total media hits)

- ABC World News: Roseann Sdoia (Wednesday, 2/1)
- CBS Evening News: Roseann Sdoia (Wednesday, 2/1)
- CBS This Morning: Roseann Sdoia (Thursday, 2/2)
- ESPN's SportsCenter: Roseann Sdoia (Tuesday, 1/31)
- ABC7 NY: Sarah Reinertsen (Sunday, 1/29)
- ABC7 NY: Roseann Sdoia (Wednesday, 2/1)
- ABC News Radio: Roseann Sdoia (Tuesday, 1/31)
- NY Post: Roseann Sdoia (Tuesday, 1/31)
  NY Times: Roseann Sdoia (Thursday, 2/2)
- Big Biz Show: Eric McElvenny (Wednesday, 1/25)
- The Guardian: Roseann Sdoia (Thursday, 2/9)
- Paragon Sports: Eric McElvenny (Tuesday, 1/31)

Social Media

	Impressions	CAF Posts	ESBRU Shares
2015	*1,784,337*	*8*	*340*
2016	*5,484,337*	*24*	*4,687*
2017	**18,861,585**	**30**	**5,234**

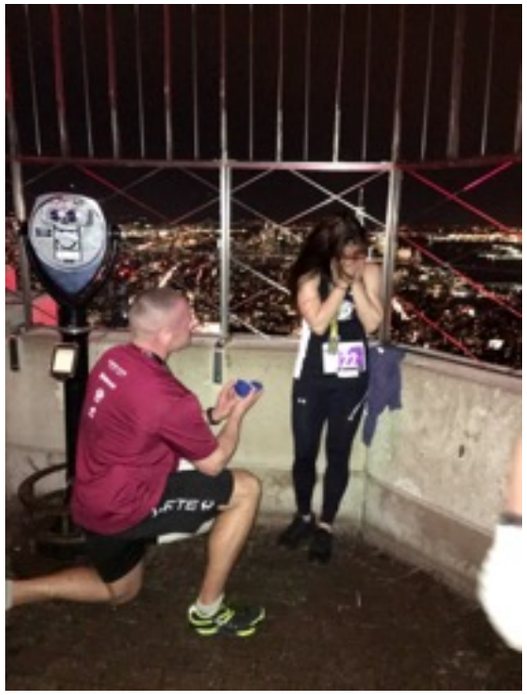


EMPIRE STATE BUILDING RUN-UP
Marmot

CHALLENGED ATHLETES CAF FOUNDATION

#TeamCAF

5 Challenged Athletes
30 Charity Runners
$84,000+ Raised



EMPIRE STATE BUILDING RUN-UP
Marmot

CHALLENGED ATHLETES
CAF
FOUNDATION