



Greater Stillwater Chamber of Commerce - World Snow Celebration

Public Relations Recap

February 4th, 2025

PUBLIC RELATIONS PROJECT RECAP

OBJECTIVES

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



BROUGHT TO YOU BY





BIG MEDIA WINS



MEDIA HIGHLIGHTS RECAP: 2025 EVENT

994

TOTAL PLACEMENTS

Any instance where a company, brand, or event is featured in a media outlet.

3.7B

TOTAL IMPRESSIONS

Total number of times an event's content is displayed to an audience across all media channels.

83

INTERNATIONAL PLACEMENTS

AVE: \$11,561,308.68

(Advertising Value Equivalency)

[Full Report Linked Here](#)

YEAR OVER YEAR COMPARISON

	Total Placements	Total Impressions	International Placements
2025	994	3.7B	83
2024	520	2.01B	58
2023	325	1.5B	3
2022	299	562M	1

LOCAL MEDIA HIGHLIGHTS

January 17, 2025 | MPR

[Snow Giants on the St. Croix — The return of the World Snow Sculpting Championship in Stillwater](#)

Reach: 940,750

January 16, 2025 | KSTP TV

[World Snow Celebration – Snow Sculpting](#)

Reach: 886,390

January 15, 2025 | KARE TV

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

Reach: 2,013,107

January 15, 2025 | WCCO TV

[Love is in the air at the World Snow Sculpting Championship](#)

Reach: 50,156,684

January 14, 2025 | KSTP-TV

[Snow Sculpting Team Canada](#)

Reach: 886,390

January 1, 2025 | Pioneer Press

[Stillwater readies for the World Snow Sculpting Championship — and romance](#)

Reach: 715,618

MPR news

Alex V. Cipolle | Stillwater Minn. | January 17, 2025 11:48 AM

Snow Giants on the St. Croix — The return of the World Snow Sculpting Championship in Stillwater



Team Mongolia describes their sculpture as "trying to say to all mankind that we all need to nurture and protect nature habitats and ecosystems as much as we can and pass it on to next generations to come" at the World Snow Sculpting Championship in Stillwater, on Jan. 16. | Alex V. Cipolle | MPR News

PR REPORT



Snow Sculpting Team Canada

By KSTP
Updated: January 14, 2025 - 10:42 AM
Published: January 14, 2025 - 8:15 AM



Snow Sculpting Team Canada

The winners of last year's [World Snow Celebration](#), Team Fjordwitches from Canada, give us a preview of their sculpture this year.

NATIONAL MEDIA HIGHLIGHTS

January 24, 2025 | WFLDDT (Chicago, IL)

[Good Day Chicago at 7A - Fri, 24 Jan 2025](#)

Reach: 47,090

January 24, 2025 | Smithsonian Magazine

[Check Out These Spellbinding Snow Sculptures—Before They Melt](#)

Reach: 5,901,158

January 16, 2025 | WMUR- TV (Boston, MA)

[News 9 at 4](#)

Reach: 71,361

January 16, 2025 | WPLGDT (Miami, FL)

[Local 10 News @ 9AM - Thu, 16 Jan 2025](#)

Reach: 25,079

SMART NEWS | JANUARY 24, 2025
**Check Out These Spellbinding
Snow Sculptures—Before They
Melt**

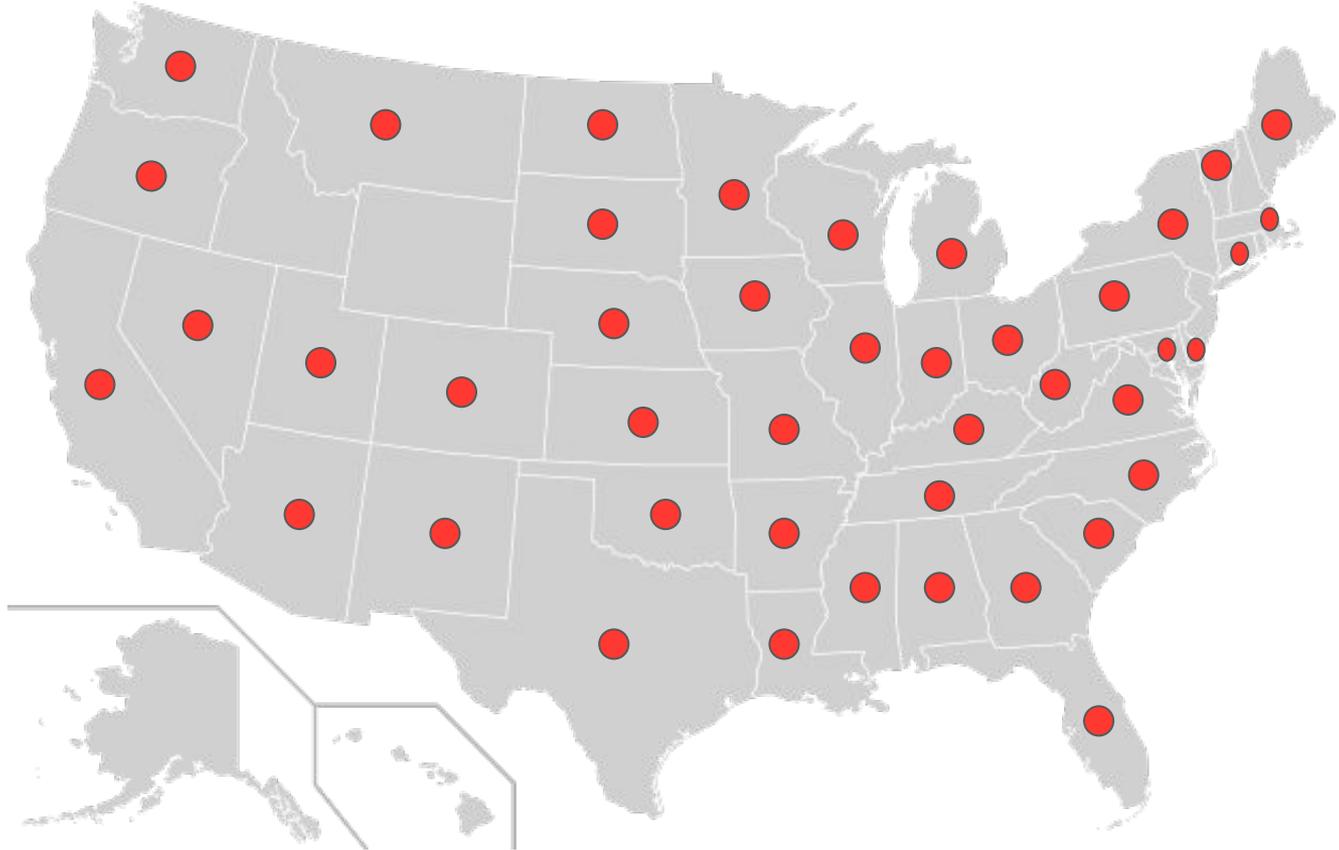
In places like Colorado and Minnesota, international teams of
talented snow artists are creating larger-than-life masterpieces
from fluffy white powder.



Shaped in the Snow by Paul Towner won third place—so well, as the judges' faces and other photo evidence—on the 2025 World Snow Sculpting Championship in Minnesota. [Learn more.](#)



COVERED IN 42 STATES ACROSS THE COUNTRY



PR REPORT

INTERNATIONAL MEDIA HIGHLIGHTS

January 27, 2025 | Times of Malta

[Maltese team Mela debuts at snow sculpting contest in Minnesota](#)

Reach: 470,513

January 20, 2025 | Montsame News Agency

[Mongolian Team Crowned World Champions at the World Snow Sculpting Championship](#)

Reach: 29,404

January 15, 2025 | The Malta Independent

[First State Bank and Trust welcomes Team Mela from Malta for the World Snow Celebration](#)

Reach: 116,796

January 15, 2025 | World News

[Embracing Art in the Frost: The World Snow Sculpting Championship Comes to Minnesota](#)

Reach: 239,688

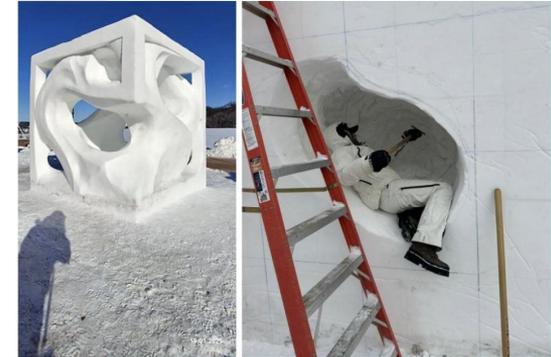
November 19, 2025 | Canadian Insider

[Global Ice Sculpting Teams Announced for Fourth Annual World Snow Celebration in Stillwater, Minn.](#)

Reach: 20,065

Maltese team Mela debuts at snow sculpting contest in Minnesota

The team took part in a snow sculpting competition that combines artistic creativity with physical skill



Mongolian Team Crowned World Champions at the World Snow Sculpting Championship

SPORTS
Amrinda G
g.amrinda@montsame.gov.mn
2025-01-20 17:16:45



COVERED IN 21 COUNTRIES ACROSS THE GLOBE



International placements in Australia, Canada, China, France, Germany, Hong Kong, India, Indonesia, Ireland, Italy, Japan, Malaysia, Mexico, New Zealand, Philippines, South Africa, South Korea, Singapore, Thailand, United Kingdom, and Vietnam

KEY PUBLIC RELATIONS TAKEAWAYS

WIRE PRESS RELEASE DISTRIBUTION:

- October 1st, 2024 Press Release [HERE](#)
 - Total placements: 147
 - Total impressions: 71.8M
 - Total engagements: 462
 - 202 (<https://greaterstillwaterchamber.com/>)
 - 70 (<https://discoverstillwater.com/>)
 - 64 (<https://www.stillwatermn.gov/>)
 - 66 (<https://www.worldsnowsculptingstillwatermn.com/>)
 - 59 (<https://www.worldsnowsculptingstillwatermn.com/activities>)

- November 19th, 2024 Press Release [HERE](#)
 - Total placements: 158
 - Total impressions: 70.6M
 - Total engagements: 82
 - 29 (<https://www.worldsnowsculptingstillwatermn.com/>)
 - 22 (<https://greaterstillwaterchamber.com/>)
 - 13 (<http://worldsnowsculptingstillwatermn.com/activities>)
 - 9 (<https://www.stillwatermn.gov/>)
 - 8 (<https://www.healthpartners.com/>)
 -

KEY PUBLIC RELATIONS TAKEAWAYS

WHAT WORKED:

- World Snow Celebration Rebrand into THE MN Winter Event!
- Expansion and addition of events - Fat Tire Biking, Snow Slide, Ice Skating
- Local Media love covering this event! Providing them a save the date to lock in interviews early was key to a successful media grid the week of the event
- Highly selective, competitive application process - 37 countries applied!
- Weather angle - The below freezing temperatures provided an interesting story
- Afton Alps - How do you create the 10 x 10 cubes of snow?

WHAT WE LEARNED

- Timing of event posed challenges during an election year with inauguration
- Breaking News Cycle posed challenges to garner national media
- Food reporters passed on the Taste of the Nations. Getting a more detailed menu and photos of the dishes prior the event could increase coverage



THANKS!