



PR Report
BPR x Go Lake Havasu
March 2026

MEDIA COVERAGE HIGHLIGHTS (full report linked [here](#))

Publication Date	Publication	Reach	Article Headline	Article Link
March 8, 2026	FinanceBuzz	22,224,745	9 Affordable Arizona Cities Where You Can Live on a \$1,500 Social Security Check	LINK
March 9, 2026	CW33 (KDAF-TV)	50,235	Two Texas towns ranked among nation's best-kept Spring Break secrets	LINK
March 12, 2026	Forbes	55,151,804	5 Spring Trips In The U.S. To Wildflower Displays And Beyond	LINK
March 28, 2026	Only In Your State	1,747,853	6 Places in Southern California That Feel Like a Caribbean Paradise in the Summer	LINK

INFLUENCER COVERAGE HIGHLIGHTS TO DATE (full report linked [here](#))

RECENT/CURRENT PR & INFLUENCER ACTIVITY

I. Media Relations

- a. Supported local media interview requests surrounding Shawn's departure
- b. Conducted national and local/regional media outreach surrounding numerous angles, including:
 - i. Multigenerational vacations in Lake Havasu City
 - ii. March and April events
- c. Identified opportunities via media leads surrounding numerous angles, including:
 - i. Jeanne Muchnick (USA Today): Spring break travel ideas
 - ii. The Everymom: Most epic trips you can take with kids
- d. Ideated coverage opportunities for upcoming Visit Arizona's "Arizona Revealed" film
- e. FAMS:
 - i. Spring FAM (March 23-26)
 1. Finalized itinerary and coordinated outreach to local businesses, restaurants and more
 2. Provided media hosting briefings for Go Lake Havasu and local partners
 3. Staffed Spring FAM and coordinated travel for participating journalists
 - a. Sandra Lee (Mommy Poppins, 7x7)
 - b. Lux Butler (AZ Big Media)
 - c. Gwen Kleist (SheBuysTravel)
 4. Conducted follow-up to finalize editorial opportunities
 - ii. Five Ways to Water (June 1-4)
 1. Developed Five Ways to Water FAM premise for review and began outreach to local partners
 2. Began national and regional outreach
- f. Awards:
 - i. Submitted Lake Havasu City for Sunset Travel Awards

- ii. Shared USA Today 10Best announcement about Lake Havasu making it on the ballot for upcoming readers' choice awards (under embargo until Monday, April 27).

II. Influencer Relations

- a. Outreach for Q2 – Q4 influencer partnerships, based on approval of 2026/2027 budget

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