

# Impact to Date: Pic Your Power Challenge Energizes the Community While Educating on Biomarker Research



418M+ people reached via launch media activities and counting



26 earned national interviews conducted



30 local interviews conducted via satellite media tour for a total reach of 41M+



100% of interviews included 3+ key messages



Nearly 5,000 visits to RRR.com in first five days (10x daily average)



Exceeded photo submission goal in less than two weeks



14.6M+ social media users reached  
1.53% CTR, 47.6% ER (BMS fbook)

