

In July of 2016, Funding Ones FREEDOM and KRDO NewsChannel13 partnered to create excitement around and drive attendance to the Colorado Cup.

Together, we reached over **119,000 viewers** on KRDO.

We delivered **50,000 impressions** on KRDO.com

In addition, we aired over 180 commercials on Telemundo, reaching out to the 8th largest hispanic market in America, inviting futbol fans to come and attend the live games!

Attendance Results:

Freedom Cup: ≈2,800

Colorado Cup: ≈1,000



- Southern Colorado's ONLY local Spanish language news source
- Both local news *and* weather
- Popular programming includes: *Billboards Musica Mexicana (October), La Voz Kids, Miss Universe Pageant (November), Boxeo, Futbol*



- Voted #1 Local Newscast for three years running
- ABC Programming includes *Dancing with the Stars*, *The View*, *Live with Kelly & Michael*, *Shark Tank* and more.
- NBA, College Football, X Games and more.

