

# Work Examples

## Press Release and Coverage Report

*Compiled by Bryar Keyes for rbb communications*

### Press Release 1: Airthings Launches Renew and Wave Enhance

#### Summary

I created this press release to work in tandem with the company's presence at CES (the world's largest 'Consumer Electronics Show') in which we debuted two new products. Both products were anticipated within the first half of the year, with regards to the production timeline from the tech and hardware teams. The release went out to a media list curated of reporters, journalists and editors who had covered our products, or worked within the tech/health tech field, and shared with the media list provided by the CES attendee list.

The press release led to a strong level of interest with on-site media covering digital, print news and trade publications, influencer and independent reviewers. Subsequent articles either publishing directly, or reviews after drawing initial interest and product sample batches, garnered 90+ placements. These placements spanned the geography of North America and Europe, and included the realms of health, technology, CES coverage reports, and top-tier publications like Wallpaper, Wired and 9to5Toys.

#### Release

#### **FOR IMMEDIATE RELEASE**

### **Airthings Kicks Off CES 2024 with Launch of Two New Products, Including Renew, Airthings' First-Ever Smart Air Purifier**

*The World's Leading Air Quality Tech Company Introduces Two Products Designed to Improve Air, Comfort, Sleep Quality and Productivity in the Home*

**OSLO, NORWAY (January 9, 2024)** - [Airthings](#), creators of the best-selling indoor air quality and radon monitors for homeowners, businesses and professionals, launched two new additions to its industry-leading consumer product portfolio: Airthings Renew, the company's first smart air purifier designed in Scandinavia by experts in indoor air quality, and Wave Enhance, a compact and battery-operated indoor air quality monitor specifically built for the bedroom, providing unique sleep conditions insights while also helping to optimize overall health. These two new products reinforce Airthings' mission to provide innovative solutions to measure and help improve air quality in the home. Both are scheduled to begin shipping to customers in the coming months with Renew already available for pre-order at [airthings.com](#). CES attendees can experience both Renew and Wave Enhance in person at Airthings Booth #8247 in the North Hall of the Las Vegas Convention Center from January 9-12.

Airthings Renew actively helps people breathe easier and sleep better. Designed in Norway and inspired by the belief that fresh, rejuvenating air belongs in your home, Renew is the latest addition to Airthings' range of intelligent air quality solutions and an exciting, long-awaited moment for customers everywhere who have desired a purifier to work alongside their Airthings monitors. Airthings Renew stands out thanks to its ability to blend in. With an attractive matte gray appearance, a durable, audio-grade woven textile front cover, and a unique, versatile design that allows it to stand upright, lay flat or mount to a wall, Airthings Renew will fit naturally in any environment. Additionally – because it's library-quiet – it's the ideal fit for bedrooms.

Beyond visual design, Renew's functionality incorporates a 4-stage HEPA-13 filter that removes 99.97% of

particulates, and a high-performance carbon filter that removes gasses and odors from your air. Renew can fully cleanse the air in the typical bedroom within 10 minutes but is effective in any room up to 525 sq ft. It features three running modes: silent, reducing noise output to just 23 decibels (about the same volume as a whisper) and dimming control panel lights; auto, which uses the high-precision, laser-based particulate matter (PM) sensor to detect changes in air quality and adjust the fan speed accordingly, saving energy in the process; and boost, which runs the fan at its highest setting for 60 minutes - perfect for when you need a little extra help to clear the air in your space. Most importantly, Renew doesn't just cleanse the air, but helps you understand what you're breathing in your home. By syncing with the Airthings app, users can view air quality trends, reorder filters, and operate the purifier from anywhere, giving them greater control over the air they breathe.

Also launching at CES 2024 is Wave Enhance, a compact and battery-operated indoor air quality monitor ideal for bedrooms and home offices, where restful sleep and the ability to focus are essential. Wave Enhance features five indoor air quality sensors, including a high-precision NDIR sensor to measure carbon dioxide (CO<sub>2</sub>). Research has demonstrated that elevated levels of CO<sub>2</sub> can harm sleep quality and cognitive function. Wave Enhance also includes sensors for airborne chemicals (VOCs), temperature, humidity, and air pressure, as well as ambient noise and light. Compact, silent and battery-operated, Wave Enhance can easily be mounted on a wall, laid flat, or sit upright on a surface using the incorporated flip-out stand. Through integration with the Airthings app, Wave Enhance even provides users with a "Sleep Disruptors" report, which tracks several air quality components during sleep hours to help determine if air quality was the reason you were tossing and turning all night, or losing out on quality sleep.

"As experts in air quality and by monitoring the air around the world, we've seen particulate matter levels rise globally in recent years. Simultaneously, we've heard our customers' feedback regarding their desire to have an Airthings product that helps them take immediate, effective action," said Oyvind Birkenes, CEO of Airthings. "Airthings Renew is a high-performance, silent, and smart air purifier, and we're delighted to make it available to our existing and new customers. Wave Enhance enables the Airthings App to become an 'air coach' helping customers better understand their air quality, how to sleep better and how to improve productivity. Indoor environments play a pivotal role in our ability to fully recharge, stay focused, stay healthy, and feel our best. These two products will make that ideal state easier than ever to achieve."

Airthings Renew and Wave Enhance are part of Airthings' larger, green mission to reduce new-use plastics. Renew utilizes 50 percent recycled plastic, as well as packaging that is almost entirely recyclable paper or compostable PLA plastic, Wave Enhance uses 70 percent less plastic than previous models and cuts the manufacturing carbon footprint by 87.5 percent. Airthings Renew will be available for pre-order on [airthings.com](https://airthings.com) for \$399.99 USD from today. Wave Enhance will retail for \$149.99 USD and become available to purchase on [Airthings.com](https://airthings.com) in mid-2024. To learn more about Renew, Wave Enhance and the rest of Airthings' product line, visit the [website](https://airthings.com).

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### **About Airthings**

Airthings is the global leader in indoor air quality and energy-efficiency solutions for homeowners, businesses, and professionals. Founded in 2008, Airthings is on a mission to ensure that people around the world recognize the impact of indoor air quality and take control of their health through simple, affordable, and accurate technology solutions while optimizing energy consumption in buildings. Airthings has sold more than 1 million monitors, making radon detection and indoor air quality monitoring easy to deploy, accurate, and user-friendly for over half a million people. The company has received several accolades including the TIME Best Inventions Award and CES Innovation Award Honors. Headquartered in the heart of Oslo, Norway, and with offices in the US and Sweden the company has over 130 employees from more than 35 nationalities—and counting. To see the full range of Airthings indoor air quality products, or to learn more about the importance of continuous air quality monitoring, please visit [airthings.com](https://airthings.com).

## Coverage

| Publication            | Headline                                                                                    | URL                                                                                                                                                                                                                                                                                                                   |
|------------------------|---------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9to5Toys               | Airthings unveils first-ever smart air purifier at CES 2024                                 | <a href="https://9to5toys.com/2024/01/09/airthings-smart-air-purifier-ces-2024/">https://9to5toys.com/2024/01/09/airthings-smart-air-purifier-ces-2024/</a>                                                                                                                                                           |
| The Ambient            | Airthings Renew jumps into smart air purifying - The Ambient                                | <a href="https://www.the-ambient.com/news/airthings-renew-jumps-into-smart-air-purifying-3214">https://www.the-ambient.com/news/airthings-renew-jumps-into-smart-air-purifying-3214</a>                                                                                                                               |
| Wired                  | CES 2024: The 25 Best Gadgets You Can Buy Right Now   WIRED                                 | <a href="https://www.wired.com/story/ces-2024-gadgets-you-can-buy-right-now/">https://www.wired.com/story/ces-2024-gadgets-you-can-buy-right-now/</a>                                                                                                                                                                 |
| Financial Press        | Airthings reveals two new products at CES 2024, including its first-ever smart air purifier | <a href="https://financialpress.com/the-25-best-gadgets-from-ces-2024-you-can-buy-right-now/">https://financialpress.com/the-25-best-gadgets-from-ces-2024-you-can-buy-right-now/</a>                                                                                                                                 |
| Apple Insider          | HomeKit Insider massive CES 2024 roundup episode                                            | <a href="https://appleinsider.com/articles/24/01/15/homekit-insider-massive-ces-2024-roundup-episode">https://appleinsider.com/articles/24/01/15/homekit-insider-massive-ces-2024-roundup-episode</a>                                                                                                                 |
| Tech Telegraph UK      | HomeKit Insider massive CES 2024 roundup episode - TECHTELEGRAPH                            | <a href="https://techtelegraph.co.uk/homekit-insider-massive-ces-2024-roundup-episode/">https://techtelegraph.co.uk/homekit-insider-massive-ces-2024-roundup-episode/</a>                                                                                                                                             |
| Finances News Hebdo    | CES 2024: ces innovations qui font vibrer cette édition                                     | <a href="https://fnh-ma.translate.goog/article/actualite-high-tech/innovations-gadgets-ces-2024?_x_tr_sl=fr&amp;_x_tr_tl=en&amp;_x_tr_hl=en&amp;_x_tr_pto=sc">https://fnh-ma.translate.goog/article/actualite-high-tech/innovations-gadgets-ces-2024?_x_tr_sl=fr&amp;_x_tr_tl=en&amp;_x_tr_hl=en&amp;_x_tr_pto=sc</a> |
| Jan Brezina – Aliszech | CES 2024: SmartHome novinky pro rok 2024 (Aliszech vol. 862)                                | <a href="https://www.youtube.com/watch?v=x6lVxtNYnSY">https://www.youtube.com/watch?v=x6lVxtNYnSY</a>                                                                                                                                                                                                                 |
| Wired Live             | CES 2024 Live Blog: More News, Photos, and Videos From Tech's Big Show   WIRED              | <a href="https://www.wired.com/live/ces-2024-liveblog-2/?id=659dc26b1ad848fdf17ff7dd">https://www.wired.com/live/ces-2024-liveblog-2/?id=659dc26b1ad848fdf17ff7dd</a>                                                                                                                                                 |
| Wallpaper              | Best of CES 2024: truly all the tech you need and more   Wallpaper                          | <a href="https://www.wallpaper.com/tech/ces-2024-highlights">https://www.wallpaper.com/tech/ces-2024-highlights</a>                                                                                                                                                                                                   |

## Press Release 2: Destination Imagination Global Finals

### Summary

Destination Imagination is a nonprofit that inspires and equips youth to imagine and innovate through the creative process. Here, I served as director of public relations, was retained as a consultant throughout the year, and managed media relations during the annual final competition in May 2024.

I initially conducted the work remotely from Norway and provided on-the-ground support at the Kansas City, Missouri, event. The press release was sent to a tailored media list covering the localities of each school's team that participated in the event, having advanced past the first three competition levels.

This focused outreach resulted in broad and enthusiastic coverage across five continents. This also led to media interest in Kansas City broadcast media for on-site interviews. Print and digital placements generally fell within the realm of local news coverage hailing their school's team. Additionally, the release or mentions were included in 15 countries, in multiple languages for a total of 506 placements overall.

### Release

#### **FOR IMMEDIATE RELEASE**

### **Destination Imagination Global Finals Returns to Kansas City**

*2024 event to bring 10,000+ attendees from 27 states, 15 countries*

**KANSAS CITY (May 24, 2024)** – Destination Imagination (DI), a volunteer-based non-profit organization to inspire and equip students to become the next generation of innovators and leaders, is proud to host Global Finals once again in Kansas City, Missouri, May 22 - 25. This year's event will bring more than 10,000 attendees representing more than 30,000 students who took part in this year's DI season. The competition will take place at the Kansas City Convention Center, downtown.

These students have each competed at a local and state level, receiving the highest scores in their respective challenges, which range from skit-based storytelling to construction and physical problem-solving activities to highlight their creativity, ingenuity and imagination. Global Finals culminates by bringing together students from more than 650 teams across 27 states and 15 countries, with 131 international teams and 522 domestic teams. To learn more about the Challenges DI teams solved this season, check out the [Challenge Previews](#).

"We are thrilled to come back to Kansas City this year to celebrate and challenge our students at Global Finals," said Michele Tuck-Ponder, executive director of Destination Imagination, Inc. "In addition to the competition itself, this city offers such a beautiful tapestry of art, culture and activity for our 10,000 attendees, and it is a great week for our problem solvers, creative thinkers and future leaders and their families."

This year's event also celebrates a collaboration with [Children International](#), a Kansas City, Mo.-based nonprofit dedicated to breaking the cycle of generational poverty worldwide, in which a team has traveled to Kansas City from Guayaquil, Ecuador to compete. These six remarkable individuals, ages 12 to 14, will join hundreds of peers spanning pre-K, K-12, and university levels, to show their skill in creativity and problem-solving across global competitors.

In addition to the regular programming, participants will celebrate the 25th anniversary of Destination Imagination and reflect on the past years of creativity and inspiration.

For more information about Global Finals, visit the [website](#).

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### About Destination Imagination

Destination Imagination, Inc. is a 501(c)(3) volunteer-led non-profit organization whose purpose is to inspire and equip students to become the next generation of innovators and leaders. The organization is a leader in project-based learning experiences, where students work together in teams to solve open-ended STEAM (science, technology, engineering, arts and mathematics) and service learning Challenges and then present their solutions at tournaments. Since its foundation in 1999, Destination Imagination has impacted more than one million students. To learn more, please visit <http://destinationimagination.org>.

### Coverage

| Publication               | Headline                                                                                                                  | Link                                                                                                                                                                                                                                                                              |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CBS News Minnesota        | Wayzata teens found nonprofit to find solutions to reduce school shootings                                                | <a href="https://www.cbsnews.com/minnesota/news/wayzata-vigilance-safety-school-shootings-nonprofit/">https://www.cbsnews.com/minnesota/news/wayzata-vigilance-safety-school-shootings-nonprofit/</a>                                                                             |
| Sohu                      | 全国赛唯一大满贯队伍, 这些徐汇学子太棒啦!                                                                                                    | <a href="https://www.sohu.com/a/771520127_121286085">https://www.sohu.com/a/771520127_121286085</a>                                                                                                                                                                               |
| Yahoo Finance             | Children International Hosts Ecuadorian Students in Kansas City for Global Finals of 'Destination Imagination' Tournament | <a href="https://finance.yahoo.com/news/children-international-hosts-ecuadorian-students-110000879.html">https://finance.yahoo.com/news/children-international-hosts-ecuadorian-students-110000879.html</a>                                                                       |
| AP News                   | Children International Hosts Ecuadorian Students in Kansas City for Global Finals of 'Destination Imagination' Tournament | <a href="https://apnews.com/press-release/globenewswire-mobile/kansas-city-missouri-8cc3c787ac4e3139ec43828085a97458">https://apnews.com/press-release/globenewswire-mobile/kansas-city-missouri-8cc3c787ac4e3139ec43828085a97458</a>                                             |
| 163                       | 全国赛唯一大满贯队伍, 这些徐汇学子太棒啦!                                                                                                    | <a href="https://www.163.com/dy/article/IVLONEMS05149R72.html">https://www.163.com/dy/article/IVLONEMS05149R72.html</a>                                                                                                                                                           |
| Gulf Times                | Qatar school teams participate in 'Destination Imagination' Global Finals in Kansas                                       | <a href="https://www.gulf-times.com/article/683066/qatar-qatar-school-teams-participate-in-destination-imagination-global-finals-in-kansas">https://www.gulf-times.com/article/683066/qatar-qatar-school-teams-participate-in-destination-imagination-global-finals-in-kansas</a> |
| Reporter Herald           | Thompson School District students solve problems with a head full of STEAM                                                | <a href="https://www.reporterherald.com/2024/03/30/thompson-school-district-students-solve-problems-with-a-head-full-of-steam/">https://www.reporterherald.com/2024/03/30/thompson-school-district-students-solve-problems-with-a-head-full-of-steam/</a>                         |
| Odessa American, Texas    | STEM top 2 going in different directions                                                                                  | <a href="https://www.aol.com/news/stem-top-2-going-different-000200037.html">https://www.aol.com/news/stem-top-2-going-different-000200037.html</a>                                                                                                                               |
| Brownsville Herald        | At student recognition ceremony, Brownsville ISD urges success beyond high school                                         | <a href="https://www.yahoo.com/news/student-recognition-ceremony-brownsville-isd-035900003.html">https://www.yahoo.com/news/student-recognition-ceremony-brownsville-isd-035900003.html</a>                                                                                       |
| The Express, Pennsylvania | Bellefonte School District Destination Imagination teams bring home gold                                                  | <a href="https://www.lockhaven.com/news/local-news/2024/04/bellefonte-school-district-destination-imagination-teams-bring-home-gold/">https://www.lockhaven.com/news/local-news/2024/04/bellefonte-school-district-destination-imagination-teams-bring-home-gold/</a>             |