65 MILLION AND COUNTING!

NHF and the Bleeding Disorders Community reached an audience of 65 million with the Red Tie Challenge during the first-ever Bleeding Disorders Awareness Month, March 2016...

**EARNED MEDIA COVERAGE**
- 49 million impressions
- The Huffington Post

**TWITTER**
- #RedTieChallenge
- 1,635 Tweets
- 4.3 million impressions

**REDTIECHALLENGE.ORG**
- Traffic to Microsite:
  - 3,000 users
  - 4,000 sessions
  - 5,400 page views

**LAUNCH PRESS RELEASE COVERAGE**
- 220 outlets
- 11.7 million impressions

**WASHINGTON DAYS TWITTER REACH**
- 270 Tweets
- 275,000 impressions

**INSTAGRAM**
- 491 mentions

**FACEBOOK**
- Increased to 3,012 page likes
- 956 people talking about this

**THUNDERCLAP**
- 119% of supporter goal (119 supporters)
- Current social reach: 144,757

Supporter with largest social following:
**ALEX BORSTEIN**
46,263

**TWIBBON**
- 251 Facebook and Twitter Twibbons, Tweets, and posts

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