

The Fourth Annual Idaho® Potato Drop *New Year's Eve 2016-2017*

PROMOTING IDAHO WORLD-WIDE SINCE 2013

The biggest 2016
Idaho® Potato Drop
headlines from home
and around the globe



Spec-Taters revel as the new “GlowTato” touches down at the The Fourth Annual Idaho® Potato Drop. The event brings tourists from around the globe and garners year-long international headlines.



The Idaho® Potato Drop has become Idaho's signature holiday tradition and is more popular than ever, gaining world-wide popularity and notoriety. This year, we reached over **3.75 BILLION impressions world-wide!**

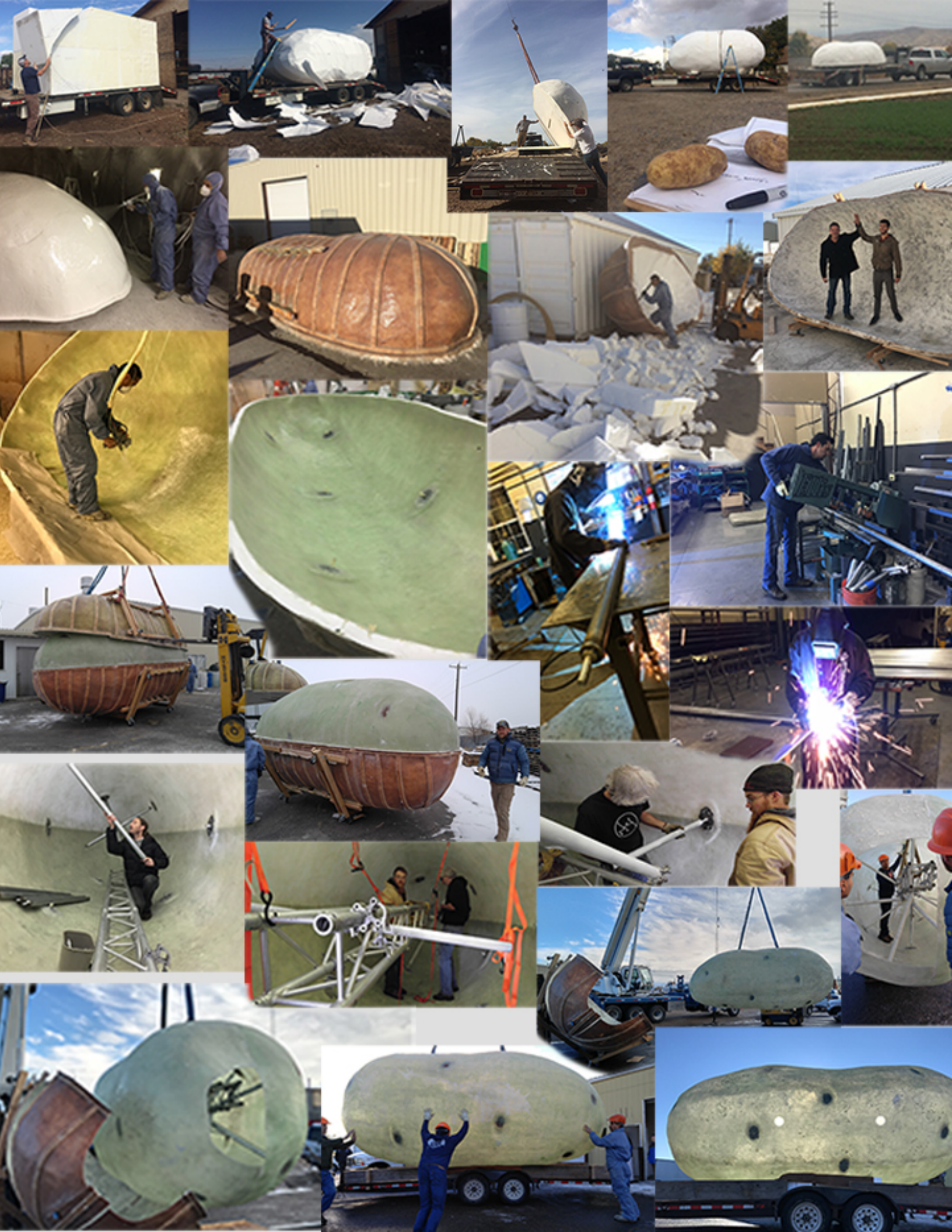
The Idaho® Potato Drop hit another home run in global media this year. The event was featured in US News and World Report, Readers Digest, USA Today, Smithsonian, NASDAQ, CNN, The World, NWCN, NBC, United Arab Emirates Dubai Weekly, Rocky Mountain Gardening, British Airways In-flight Magazine, Country Woman, Orbitz Travel Blog and many more. The Associated Press (the global media authority) ran a world-wide story on Dec. 27th which was rebroadcasted by thousands of media outlets around the globe! The Idaho® Potato Drop's earned international advertising reaches BILLIONS of people globally. This report is only a sample of the MASSIVE array of national and global headlines, articles and newscasts.



THE FAMOUS IDAHO® POTATO DROP

The Idaho® Potato Drop is a free and charitable family friendly event that brings the community together and draws local, national and global attention to Idaho and its residents. A portion of all proceeds are donated to local non-profit organizations every year.

Here are just a few examples of the enormous year-round media coverage from the 4th annual Idaho® Potato Drop:



National and Global Media Coverage

The Seattle Times reaches 32 Million monthly

Plan ahead for these events across the Northwest and B.C.: Oct. 7 edition

Originally published October 7, 2016 at 6:00 am

A regional roundup of festivals and celebrations in coming days and months.

By *Seattle Times staff*
The Seattle Times

Share story

Events beyond Seattle

Idaho

New Year's Eve Idaho Potato Drop, Dec. 31, Boise. idahopotatodrop.com.

Gem Faire, Oct. 28-30, Boise. gemfaire.com.

Idaho Gourd Society Festival and Gourd Sale, Oct. 23, Boise. idahogourdsociety.org.

Funtober Fest, Oct. 22, Nampa. nampa.com.

Sun Valley Jazz & Music Festival, Oct. 19-23, Sun Valley. sunvalleyjazz.com.

Harvest Festival, Oct. 11, Jerome. farmersmarketcr.org.

USA Today reaches 119 Million monthly readers

USA TODAY Travel @usatodaytravel

Every New Year's Eve, the Idaho Potato Drop lowers a giant potato over Boise, because Idaho. usat.ly/1t2IKvU

1.5 million followers on The World's Facebook Page.

The World

Home Posts Photos About Likes

Create a Page

Idaho Potato Drop shared The World's photo.
Published by Reed Giffen (11 · November 17 · 48)

It is true that we drop a GIANT potato on New Year's Eve! But this potato is on the Big Idaho Potato Tour right now!
Famous Idaho Potatoes #IdahoPotatoDrop

The World
November 17 · 48

For celebrating the New Year, Boise, Idaho, USA drops a giant potato.

Daily Mail UK reaches 225 Million readers

Daily Mail.com

Home | U.K. | **News** | Sports | U.S. Showbiz | Australia | Femail | Health | Science | Mon

Latest Headlines | News | World News | Arts | Headlines | Pictures | Most read | News Board | Wires

From a giant Peeps marshmallow to Idaho's 'glowtato': The weird objects America drops to ring in the New Year that make the Times Square Ball look like a bore

Find us here:

U.S. News & World Report | **Nasdaq** | **MARKET WIRED**

BRITISH AIRWAYS | **high life** | **CNN** | **Travel CHANNEL**

AAA | **ORBITZ WORLDWIDE** | **NBC**

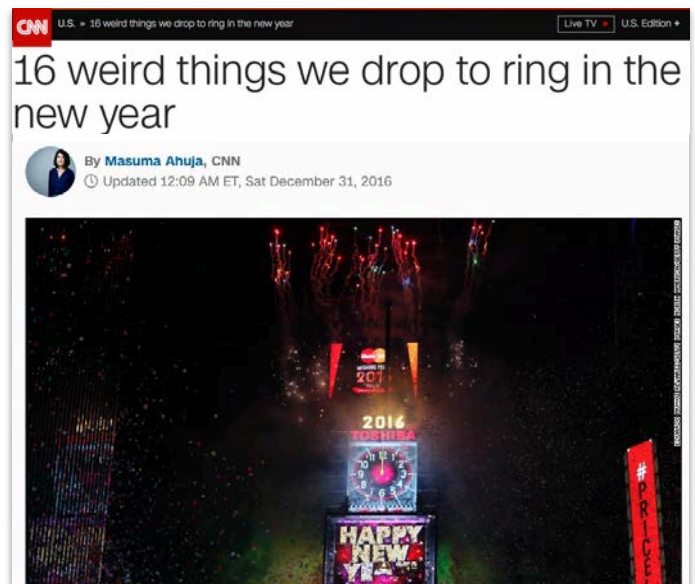
Reader's digest | **THE HUFFINGTON POST** | **The Seattle Times** | **CountryWoman**

USA TODAY | **Smithsonian Magazine**

AP Associated Press
the essential global news network

Reader's Digest reaches 18.9 Million readers monthly.

CNN reaches over 1.5 Million readers monthly



Chicago Tribune reaches over 14 Million monthly

Chicago Tribune

THURSDAY JAN. 26, 2017

BREAKING SPORTS TRENDING OPINION SUBURBS ENTERTAINMENT BUSINESS ADVERTISING

Data: Dropping on New Year's Eve: Chi-Town Rising star compared with a ball, a potato, others

Potato

City: Boise, Idaho

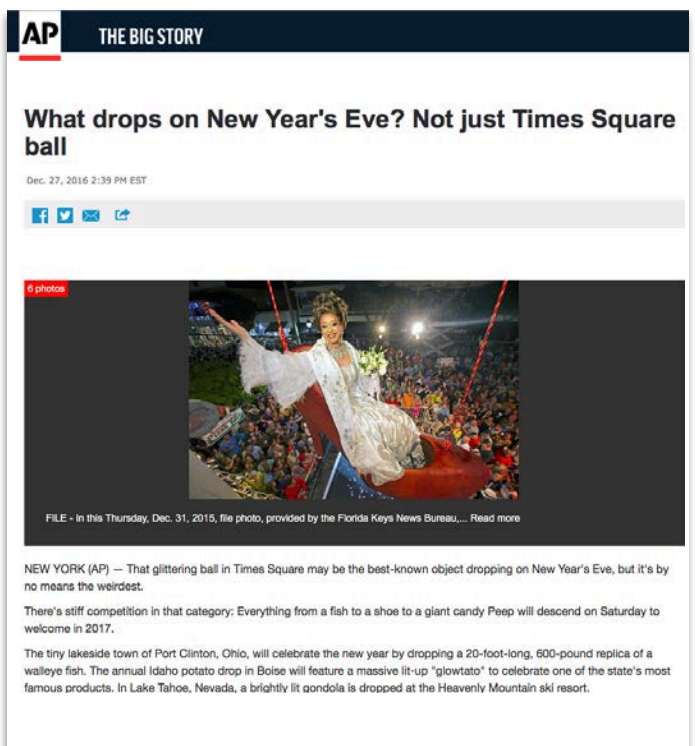
Size: 17 feet tall by 8 feet wide

Peach Peep IndyCar Shoe Conch shell Ball Chicago star Music note Potato

Time zone Eastern (11 p.m. in Chicago) Central Mountain (1 a.m.)


For the fourth consecutive year an 800-pound potato, which is made of a resin and fiberglass shell, will be lowered from a crane in a park in front of Idaho's Capitol building. New this year, the massive potato, nicknamed GlowTato, will be filled with LED lights and lowered horizontally.

The Associated Press reaches over half of the worlds population: Over 3.75 BILLION people!



Several “Top Ten” type lists

National IPC giveaway contest:
The winner of this contest was awarded \$2,000 cash in prize money to help cover her husbands cancer treatment.



WIN A TRIP TO THE 4th ANNUAL IDAHO POTATO DROP SWEEPSTAKES

Prize and Entrance Details

ELIGIBILITY: This Sweepstakes is open to legal residents of the United States and the District of Columbia who were 21 years of age or older as of 12/19/2016. Employees of Sponsor, New Year's Eve Potato Drop Commission, Idaho Potato Commissioners, and agencies, agents and employees of the State of Idaho and all other service agencies involved with design, execution or fulfillment of this Contest, and members of the immediate families (defined for these purposes as parents, children, siblings, and spouse) or households (whether related or not) of any of the above are NOT eligible to enter or participate in any manner.

PROMOTION PERIOD: The Promotion begins at 7:00 p.m. Eastern Time ("ET") on December 19, 2016 and ends at 11:59 p.m. ET on December 25, 2016 (the "Promotion Period").

4 days 19:19:37 remaining

First Name *

Last Name *

Your Email Address *

Enter

☐ Opt-in to Receive Emails

Local Media Coverage

Our sponsors are well represented before, during and after the event through TV, radio, print and digital marketing. We also incorporate integrated sponsor branding at the event thorough commercials running on our 20 foot Main Stage screen, sponsor message shout-outs from our emcee, on-site presence, and more!

BOISE
weekly

It's a Boise Thing!
Greenbelt
MAGAZINE

Idaho Statesman

Idaho's news source >> Since 1864

KTVB 7
IDAHO'S NEWS CHANNEL

townsquare
media group

02
KBOI-TV

Spread in Greenbelt Magazine Nov-Dec edition

downtown STORY: COOY EVANS | PHOTOS: TERRY WELCH



hot potato

The Idaho Potato Drop is the Best Way to Ring in the New Year

Shortly after Dylan Cline's mother passed away, he found himself standing center stage in front of 40,000 people celebrating his biggest accomplishment. He stood at the stadium that had come together in the year/decade since the beginning of 2013. He took a deep breath and said, "Thank you all for believing in us and coming out to celebrate together. I am dedicating the Idaho Potato Drop to my wonderful mother, who always seemed to be there for me and supported me through all my dreams. I feel like I'm on top of the world."

He then took a moment to his mother, and his fellow Idahoans represented by doing the same.

"You could literally feel the love and energy from across the crowd," he said. "That moment was the most profound moment in my life."

The Idaho Potato Drop is a fantastic New Year's celebration event worldwide after just three years. The event takes place right outside the Capitol building on New Year's Eve.

The event originated when Cline, founder and CEO of the Idaho Potato Drop, was at a French house wedding a day/decade ago about the last drop in Manhattan. He noticed that Boise didn't have a central event to ring in the New Year, so he came up with the idea of dropping a potato from a crane as the clock struck midnight.

In the first year of the celebration, 40,000 people attended. Now, going into its fourth year, KTVB has projected 40,000 people will be in attendance. Cline said that without the help of the community, this event would not be successful. He said, "I am grateful for the wonderful people in our community who support dreams like mine."

Cline described what an amazing feeling it is to be a part of this historic celebration. It goes from great pride to watch the community come together and share in the New Year.

"I am so grateful for the wonderful people in our community who support dreams like mine," he said.

The potato drop is not just making individual dreams come true, but also enhancing the city and state as a whole, by bringing every member of the Idaho community together and sharing the world's most memorable opportunities we have here.

You can get to www.IdahoPotatoDrop.com to donate or buy tickets.



40 GREENBELT MAGAZINE | NOV - DEC 2016

Featured in a Visitor Guide for boise.org

DECEMBER 2016


BOISE IS.

Get Your Free Visitor Guide >

> WHAT'S UP IN BOISE

DEC 16	The Nutcracker The Morrison Center	DEC 20	Cirque Dreams Holidayze The Morrison Center	DEC 22	Famous Idaho Potato Bowl Albertsons Stadium
--------	--	--------	---	--------	---

> FEATURE



The Best Potato Drop In The World

The country's most unique New Year's celebration is gearing up for a rousing party in Boise's downtown. The Idaho State Capitol will be the backdrop for a family-friendly party that features something for everyone. This year the party goes big with several bands and a rail jam competition that is set to draw competitors from across the country. (So, if anyone is wondering why crews will be blowing snow in Boise's Capitol Park in the days leading up to the event, now you know.) Now in its fourth year, the one-of-a-kind event will debut the high-tech "GlowTato," an internally lit centerpiece that should fit in nicely with the fireworks display. As if that weren't enough, NASCAR will also be on hand broadcasting live and showcasing Jeff Earnhardt and Stafford Smith's Ford NASCAR vehicles along with driver Stafford Smith. Tickets are available for a VIP tent, but anyone can get access to a large-capacity free heated family tent. For tickets and more information, go here.

Featured Front-page Idaho Business Review

IDAHO BUSINESS REVIEW

November 18, 2016 Vol. 38 No. 6 • \$2.50

Idaho Potato Drop will have new tater and snowboarding action

By Tina Yarr
Idaho Business Review



The fourth Boise New Year's Eve with an Idaho Potato Drop will come with a new, glowing potato and a snowboarding competition to fill the afternoon and early evening hours.

Idaho Potato Drop founder Dylan Cline has wanted to have a snowboarding event as part of the New Year's Eve celebration since the first potato drop in 2013, but in recent years has run into scheduling conflicts with Boise-based snowboard terrain builder Ryan Neptune.

This year, along with Neptune's rail jam pro-am snowboarding competition, Cline is replacing the 17-foot steel and foam, brown potato that served the first three Idaho Potato Drops.

The new, 18-foot Glassboro potato, or "GlowTato" as Cline is calling it, is under construction at Custom Manufacturing in Caldwell. It will have an aluminum frame spine dotted with LED lighting. The potato, designed by Schofield Design in Boise, will be able to flash, glow, sparkle, fade in and out, and might feature many colors, Cline said.

"This year we'll stick with white lights," said Cline, CEO of the Idaho New Year's Celebration, the business entity for the Idaho Potato Drop.

Neptune commented that the glowing potato was designed to be bigger and better than ever. Cline explained that the community has asked for an even more exciting show and the Potato Drop is hoping to respond in a huge way.

"You can only do so much with an average potato," Cline said.

So they thought of this very creative way to spend the event by lighting the potato up. There were a lot of spots on the celebration for far and wide after this year the Potato Drop is sure to be competing with other New Year's celebrations around the globe.

This year they will be introducing the GlowTato. Cline described it as, "a new high-tech Idaho Potato that incorporates a high-powered LED lighting technology for a brighter, more dynamic high-energy display."

To make this possible, the organization needs the community's support as this is a community-driven event. The GlowTato will cost roughly \$40,000 to construct. Thanks to the Idaho Potato Commission, the main sponsor for the event, the Idaho Potato Drop is now left with just about \$20,000 to cover.

See POTATO, page 17

Several Idaho Statesman Front-page Articles



Yearly involvement with KTVB 7 Cares Day



Boise Weekly 4 page event guide & website promo



Greenbelt Magazine Jan-Feb edition



Local Presence & Volunteer Efforts

Team Potato has been working year round to represent and support our partners and community through charitable donations, fundraising and on-site presence at parades and festivals.



Local Potato Appearances

- The Boise Parade
- Meridian Winter Lights Parade
- Eagle Fun Days
- The Western Idaho Fair
- Whole Foods "Potato Day"

Team Tater Also Volunteered at:

- Rake Up Boise
- Paint The Town Kickoff
- Seven Cares, Idaho Shares
- Idaho Green Fest
- BMCC Auction benefit Gala



Every year we donate cash and services to many local charities in need. Our list of beneficiaries include: Make-a-wish Idaho, Morrisson Center, Boise Rescue Mission, Idaho Suicide Prevention Hotline, IHFA Avenues for Hope campaign, Radio Boise, Allumbaugh House, Boise Hive for Vets, Boise Metro Chamber of Commerce, Boise Rock School, Rocky Mountain Elk Foundation, City Lights Women and Children Shelter, Idaho Food Bank and many more 501c3's.



LOCAL

DECEMBER 30, 2016 12:44 PM

Before the potato drops, help make 2016 a banner year for fighting homelessness



1 of 2



Instead of a brown, potato-like surface, this year's Fourth Annual Idaho Potato Drop "GlowTato" will be translucent and lit from the inside. **Dana Oland** - doland@IdahoStatesman.com



BY SVEN BERG

sberg@idahostatesman.com

The hours before Boise's [Fourth Annual Idaho Potato Drop](#) mark the end of this year's [Avenues for Hope Housing Challenge](#), a campaign put on the last six years by the [Idaho Housing and Finance Association](#)'s fundraising arm to "strengthen housing-related nonprofits throughout Idaho by encouraging individual donations to help prevent homelessness and improve affordable housing options."

As of noon Friday, Avenues for Hope [had raised more than \\$275,000](#) in individual donations, plus another \$200,000 from corporate sponsors. That puts it ahead of last year's campaign by more than \$150,000.

People can donate \$25 or more at www.avenuesforhope.org. Online donors can direct gifts to any of the 44 participating nonprofits or to a shared gift pool to be divided among all participants. Additionally, a text-to-give donation option is available to support the cause. Donors can give \$10 by texting "HOUSING" to 50555.



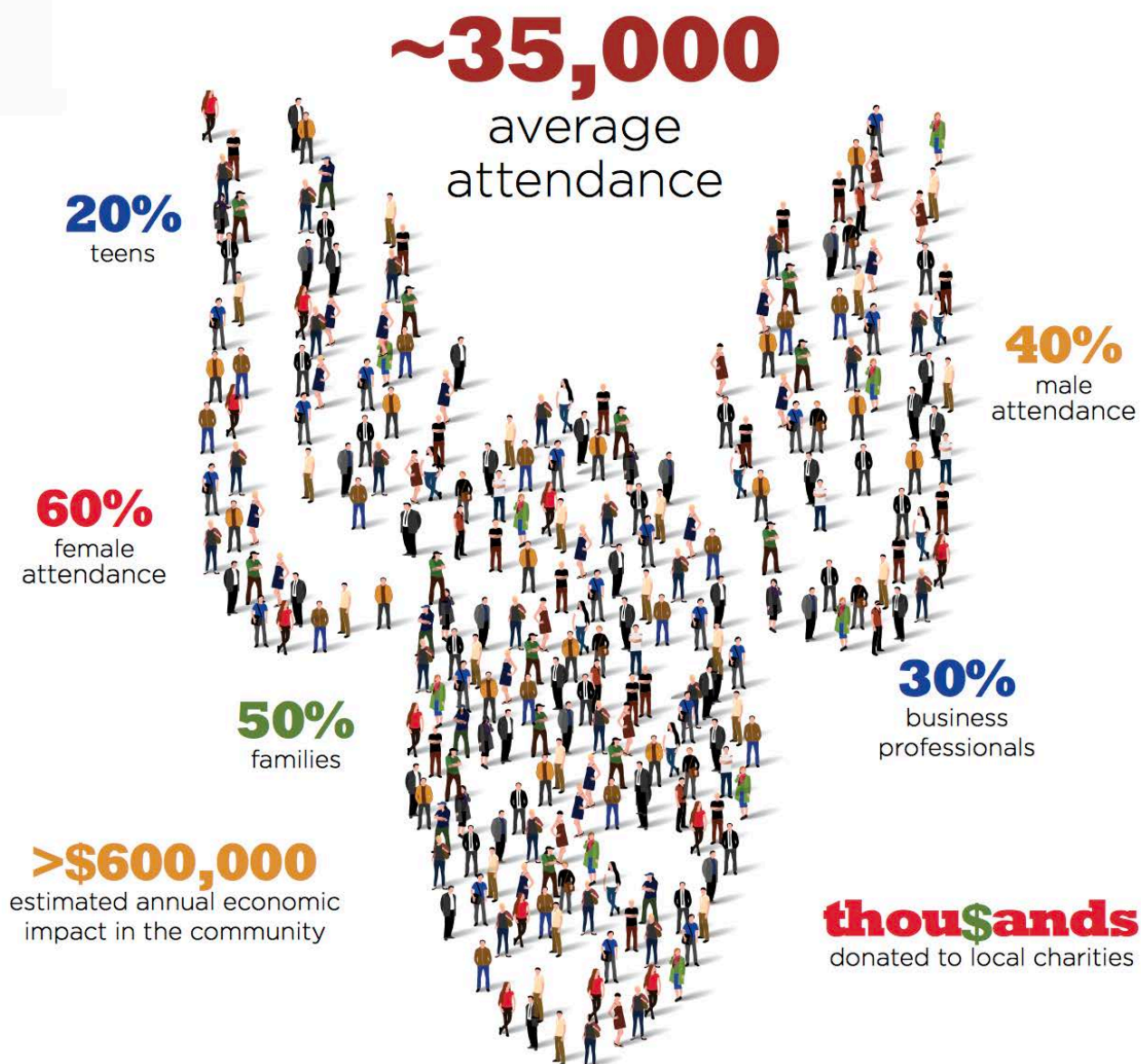
4th ANNUAL

IDAHO[®] POTATO DROP

SATURDAY, DECEMBER 31, 2016
IN FRONT OF THE
IDAHO STATE CAPITOL
700 W. JEFFERSON ST.
BOISE, IDAHO



Our success



Local / State-wide Impressions: over 2.5 Million

National / Global Impressions: over 3.75 Billion

Media Partner Deliverables

These are deliverables produced by local media outlets that we have control over, including TV commercials, radio spots, print, digital and live coverage.



- KTVB promotional 30 second television commercial with sponsor message/logo local (18+) viewership: 609,000*
- KTVB Facebook promotional posts total local impressions: 376,725* (with 479 shares)
- KTVB Live coverage 12/31/16 with static sponsor billboard and message total local viewership: 556,000*
- KTVB Splash page and event guide
- Live Video Feed: 43,944 Views

**This information provided by KTVB. Actual impressions and viewership is exponentially greater through organic rebroadcasting and earned advertising. See online hyperlink page for more information.*

Boise Weekly

- 3 articles and a four page event guide with a weekly reach of 76,767 readers.

Idaho Statesman

- Front Page 3 times with an average reach of 204,000 readers

Greenbelt Magazine

- Featured on five pages in two separate editions

Eagle Magazine

- Reaches 25,000 readers

Idaho Business review

- Front Page with 12,000 average readership

Idaho Potato Drop Website

- December website views: 28,000



- 60 second radio commercials with sponsor messages across 6 TSM stations total: 402*
- Idaho Insights 30 minute event interview aired 7 times across 4 stations*
- Facebook posts, trending page posts and featured contests: 16 website posts, social sweeps across 6 stations
- Social media and newsletter promo*

**This information provided by TownSquare Media. Actual impressions are exponentially larger through organic rebroadcasting and earned advertising. See online hyperlink page for more information.*

Social Media



Idaho[®] Potato Drop specific Social Media Campaign

Total sponsor targeted posts: 198

Our Big Day 12-31-2016

Total Reach: 36,001

Reactions: 322

Shares: 164

Comments: 42

Global Coverage

Source Name	Impressions (Reach) Monthly Views	URL
Reader's Digest	18.9 Million	http://www.rd.com/culture/50-states-facts/
USA today	119 Million	http://www.usatoday.com/story/news/nation-now/2016/12/29/5-weird-things-dropping-new-years-eve/95650058/
Travel Channel	290 Million	http://www.travelchannel.com/interests/holidays/photos/10-crazy-new-years-eve-drops/page/3
Associated Press	3.75 Billion	http://bigstory.ap.org/article/72adc45d4df54abe84b7b65b3682374b/what-drops-new-years-eve-not-just-times-square-ball
Associated Press	3.75 Billion	https://apnews.com/72adc45d4df54abe84b7b65b3682374b/What-drops-on-New-Year's-Eve?-Not-just-Times-Square-ball
US News	300 Million	http://www.usnews.com/news/entertainment/articles/2016-12-27/what-drops-on-new-years-eve-not-just-times-square-ball
Orbitz	270 Million	https://www.orbitz.com/blog/2016/12/dropping-ball-pickle-cheese-new-years-eve/
Daily Mail UK	225 Million	https://www.google.com/amp/www.dailymail.co.uk/news/article-4069064/amp/What-drops-New-Years-Eve-Not-just-Times-Square-ball.html?client=safari
CNN	1.5 Billion	http://www.cnn.com/2016/12/31/us/new-years-eve-drop-traditions-trnd/
San Angelo Standard Times	430,000	http://www.gosanangelo.com/story/entertainment/arts/2016/12/27/what-drops-new-years-eve-not-just-times-square-ball/95883532/
Yahoo	1 Billion	https://www.yahoo.com/news/boise-welcome-2017-idaho-potato-042805178.html
Yahoo Finance	1 Billion	https://www.google.com/amp/s/www.yahoo.com/amphtml/finance/news/mountain-america-credit-union-supports-193558398.html?client=safari
The Daily Herald (Chicago, IL)	2 Million	http://www.dailyherald.com/article/20161230/entlife/161239967/
Market Wired (Part of Nasdaq)	910,000	http://www.marketwired.com/press-release/mountain-america-credit-union-supports-first-annual-family-tent-at-idaho-potato-drop-2185492.htm

Regional Coverage

Source	URL
Portland Press Herald (Portland, ME) 1.2 Million	http://www.pressherald.com/2016/12/27/giant-peeps-to-lit-up-potatoes-new-years-eve-drops-run-the-gamut/
Boston Herald (Boston, MA) 387,800	http://www.bostonherald.com/entertainment/television/2016/12/what-drops-on-new-years-eve-not-just-times-square-ball
NWI Times (Munster, IN) 1.3 Million	http://www.nwitimes.com/boise-idaho-glowtato-drop/article_c120d4f9-de92-59d8-9a96-fe0dd2ab7c9d.html
Chicago Tribune (Chicago, IL) 30.1 Million	http://www.chicagotribune.com/entertainment/ct-chi-town-rising-20151228.htmlstory.html
Toronto Sun (Toronto, CA) 6.3 Million	http://www.torontosun.com/2016/12/30/what-drops-on-new-years-eve-not-just-times-square-ball
Miami Herald (Miami, FL) 18.7 Million	http://miamiherald.relaymedia.com/amp/news/nation-world/national/article123895264.html
Hanford Sentinel (Hanford, CA) 4.5 Million	http://m.hanfordsentinel.com/entertainment/things-that-will-drop-on-new-year-s-eve-that/collection_bd390596-6fd5-5091-a237-b077f9ef626d.html
The Ledger Independent (Maysville, KY) 111,500	http://m.maysville-online.com/entertainment/things-that-will-drop-on-new-year-s-eve-that/collection_71170ab9-1d90-5cad-9509-983f41097ce7.html
Gazette.com (Colorado Springs, CO) 1.2 Million	http://m.gazette.com/what-drops-on-new-years-eve-not-just-times-square-ball/article/1593319
Only in Your State (Idaho) 30 Million	http://www.onlyinyourstate.com/idaho/new-years-eve-potato-id/
Hanford Sentinel (Hanford, CA) 193,800	http://m.hanfordsentinel.com/entertainment/things-that-will-drop-on-new-year-s-eve-that/collection_bd390596-6fd5-5091-a237-b077f9ef626d.html
13 News Now (Hampton, NC) 850,600	http://www.13newsnow.com/life/holidays/20-odd-items-dropped-on-new-years-eve-across-the-us/380999387
Tahoe Daily Tribune Thank You (Page 45) 181,800	http://www.tahoedailytribune.com/news/heavenly-mountain-gondola-other-unique-items-dropped-on-new-years-eve/
Centre Daily (State College, PA) 3.3 Million	http://www.centredaily.com/news/nation-world/national/article123895264.html

Source	URL
Tri-City Herald (Kennewick, WA) 868,600	http://www.tri-cityherald.com/news/nation-world/national/article123895264.html
Quad-City Times (Davenport, IA) 803,200	http://qctimes.com/entertainment/things-that-will-drop-on-new-year-s-eve-that/collection_69d69cf2-4db0-5d9f-96c1-5017744983dd.html
The Alpena News (Alpena, MI) 50,000	http://www.thealpenanews.com/news/2016/12/what-drops-on-new-years-eve-not-just-times-square-ball/
Madison.com (Madison, WI) 2.7 Million	http://host.madison.com/entertainment/things-that-will-drop-on-new-year-s-eve-that/collection_dd6ae5ef-9bd9-53fc-80c9-b647d95de809.html
La Crosse Tribune (La Crosse, WI) 588,400	http://m.lacrossetribune.com/entertainment/things-that-will-drop-on-new-year-s-eve-that/collection_662b72c7-f21d-5214-a289-dc1844579505.html
WCF Courier (Waterloo, IA) 700,400	http://wfcourier.com/entertainment/things-that-will-drop-on-new-year-s-eve-that/collection_3dc76bce-2fe3-519c-9444-15a66f4a1d4c.html
Illinois Press (Peoria, IL) 188,800	http://www.centraillinoisproud.com/news/16-weird-things-we-drop-to-ring-in-the-new-year/634098266
Tuscon.com (Tuscon, AZ) 1.7 Million	http://tucson.com/ap/entertainment/what-drops-on-new-year-s-eve-not-just-times/article_f1dad6d4-eb87-5fc4-8cf5-e7d06772af98.html
Napa Valley Register (Napa, CA) 450,000	http://napavalleyregister.com/entertainment/things-that-will-drop-on-new-year-s-eve-that/collection_44ed13d9-561f-59e2-ba4e-0e9067b6960f.html
NWCN (Portland, OR) 2.9 Million	https://www.google.com/amp/www.nwcn.com/amp/life/holidays/idaho-rings-in-new-year-with-glowtato-drop/381172686?client=safari
NWCN GlowTato preview 200,000	https://www.google.com/amp/www.nwcn.com/amp/news/local/glowtato-gives-new-look-to-idaho-potato-drop/350072024?client=safari
NWCN GlowTato unveiling 200,000	https://www.google.com/amp/www.nwcn.com/amp/news/local/idaho-potato-drop-unveils-new-glowtato-/367549619?client=safari
Missoulain (Missoula, MT) 852,400	http://missoulain.com/boise-idaho-glowtato-drop/article_c11ac6da-8954-5c22-93ca-9ac9b99bd0f2.html
Arizona Daily Sun (Flagstaff, AZ) 367,300	http://m.azdailysun.com/entertainment/things-that-will-drop-on-new-year-s-eve-that/collection_a68bd7a8-5540-5870-bef8-e1cc615f604f.html
Montana Standard (Butte, MT) 582,900	http://mtstandard.com/boise-idaho-glowtato-drop/article_04fe21bc-4fae-533e-a0cb-013fa2c38d39.html
Bismarck Tribune (Bismarck, ND) 910,000	http://bismarcktribune.com/boise-idaho-glowtato-drop/article_c8b80970-387e-59db-812e-4d416773d5ee.html
Providence Journal (Providence, RI) 1.7 Million	http://www.providencejournal.com/news/20161227/what-drops-on-new-years-eve-not-just-times-square-ball

Local Coverage

Source	URL
East Idaho Today 500	http://eastidahotoday.org/index.php/1928-4th-annual-idaho-potato-drop
KTVB <i>Facebook Live: 43,000+ 200,000 Followers 200 Shares and comments from around the globe!</i>	https://www.facebook.com/KTVB7/videos/10154812213108991/?pnref=story
KTVB Event Guide	http://www.ktvb.com/life/holidays/event-guide-idaho-potato-drop-2016/376890919
KTVB Recap 3 Million	http://www.ktvb.com/life/holidays/idaho-rings-in-new-year-with-potato-drop/381166128
KTVB Boise Police 3 Million	http://www.ktvb.com/mb/news/local/boise-police-gearing-up-for-holiday-weekend/380713054
KTVB GlowTato 1 3 Million	https://www.google.com/amp/www.ktvb.com/amp/news/local/glowtato-gives-new-look-to-idaho-potato-drop/350006029?client=safari
KTVB GlowTato 2 3 Million	http://www.ktvb.com/news/local/idaho-potato-drop-unveils-new-glowtato/367547052
KBOI 600,500	http://kboi2.com/news/local/idaho-potato-drop-dropping-its-potato-for-a-new-one
KBOI What's to Come 600,500	http://kboi2.com/news/local/4th-idaho-potato-drop-festivities
KBOI: NYE Drops 600,500	http://kboi2.com/news/local/what-drops-on-new-years-eve-not-just-times-square-ball
KBOI GlowTato 1 600,500	http://kboi2.com/news/local/potato-shaped-discoball-coming-to-idaho-potato-drop
KBOI GlowTato 2 600,500	http://kboi2.com/news/local/idaho-potato-drop-dropping-its-potato-for-a-new-one
KBOI Bringing Business to Bars 600,500	http://kboi2.com/news/local/downtown-bars-brace-for-new-years-eve-crowds
KIVI 250,000	http://www.kivitv.com/news/boise-welcome-in-2017-with-the-idaho-potato-drop https://youtu.be/XUDv9k6vKG8
KIVI 250,000	https://youtu.be/XUDv9k6vKG8
Greenbelt Magazine Article 2,500	http://greenbeltmagazine.com/2016/11/02/hot-potato/
Greenbelt Magazine Sponsor Thank You (Page 45) 2,500	https://issuu.com/greenbeltmagazine/docs/70138_greenbelt_online

Source	URL
Boise Weekly 307,068	http://www.boiseweekly.com/boise/idaho-potato-drop/Content?oid=3951342
Eagle Magazine 25,000	http://eaglemagazine.com/event/idaho-potato-drop/
Idaho Statesman Fighting Homelessness 204,000	http://www.idahostatesman.com/news/local/article123807574.html
Idaho Statesman GlowTato 204,000	http://www.idahostatesman.com/entertainment/festival/article97357782.html
Idaho Statesman Recap 204,000	https://youtu.be/DkKPhcaHxhc
Idaho Statesman Shaq 204,000	http://www.idahostatesman.com/news/state/idaho/article124153504.html
Idaho Statesman Boise NYE 204,000	http://www.idahostatesman.com/entertainment/article123630389.html
Idaho Business Review , 48,000	http://idahobusinessreview.com/2016/11/23/idaho-potato-drop-will-have-new-tater-and-snowboarding-action/
Keller Williams Realty 500	http://www.thinkingboise.com/blog/category/downtown-boise/
Townsquare Media (TSM) LITE 50,000	http://liteonline.com/top-5-places-to-celebrate-new-years-in-boise/
Townsquare Media (TSM) LITE 50,000	http://liteonline.com/see-whats-new-at-the-idaho-potato-drop/
TSM 630 The Fan 50,000	http://630thefan.com/top-5-places-to-celebrate-nye-in-boise/
TSM KIDO 10,000	http://580kido.com/top-5-places-to-celebrate-new-years-eve-in-boise/
TSM KIDO 10,000	http://580kido.com/see-whats-new-at-the-idaho-potato-drop/
TSM Mix 106 55,000	http://mix106radio.com/top-5-places-to-celebrate-nye-in-boise/
TSM Mix 106 55,000	http://mix106radio.com/see-whats-new-at-the-idaho-potato-drop/
TSM Mix 106 55,000	http://mix106radio.com/what-is-more-festive-than-the-idaho-potato-drop-on-new-years-eve/
TSM Kiss 45,000	http://1035kissfmboise.com/downtown-boise-nye-road-closures-3/
TSM Kiss 45,000	http://1035kissfmboise.com/idaho-potato-drop-reveal-the-glow-tato/
2016/2017 Sebastian Morfin Recap	https://youtu.be/Sfhg6Lh-pZ4