On September 1st, 2020, #WeMakeEvents, a coalition of live events industry professionals, with the support of trade bodies, businesses, and unions, lit up over 2,000 structures, including entertainment venues, architectural icons (sky scrapers, bridges, statues, etc.), and personal residences red in over 75 cities and towns in North America to raise public and media awareness in support of The RESTART Act.

If Congress does not pass a relief bill in September with RESTART language included 70% or more of the Live Event Industry will cease to exist.

WHY RESTART AND PUA & FPUC MATTER

77% of people in the live events industry have lost 100% of their income

- Live events is an $877 billion industry
- 97% of 1099 workers have lost their jobs
- 96% of companies have cut staff and/or wages
“A lot of hurt, a lot of pain when it comes to Houston, and not just here, but in the whole country... events were the first industry to stop and these people felt the pain and will be the last ones to get their lives back on track...when the performances stop, their income stops, these are people who are taking it on the chins, these are the heroes of our time, they are still hanging in there. The Red tonight will represent a Restart.”

Sylvester Turner, mayor, City of Houston
Celebrity testimonials from Nathan Lane, Barry Manilow, Leslie Odom & Nicolette Robinson, Slash, Jason Aldean, Lance Bass, The Goo Goo Dolls, Gavin Degraw, Billy Bob Thornton and many more!

People all over the country have been joining the initiative, from New York City, to Las Vegas, to Indianapolis, to Boulder and Denver, to Houston, to Washington DC and many more!
@WeMakeEventsNorthAmerica

BY THE NUMBERS

PAGE STATISTICS

- **Actions on Page**: 630
  - Total Actions on Page: 39.6%
- **Page Views**: 44,360
  - Total Page Views: 48.9%
- **Page Previews**: 1,246
  - Total Page Previews: 65.4%

- **Page Likes**: 9,270
  - Page Likes: 30.7%
- **Post Reach**: 1,681,440
  - People Reached: 28.2%
- **Story Reach**: 272,784
  - Post Engagement: 46.5%
- **Get Story Insights**: See data on how your Page’s recent stories have performed.

- **Recommendations**: As of September 1, 2023
- **Post Engagement**: As of September 1, 2023

- **Videos**: 744,806
  - Video Views: 98.6%
  - Video Engagement: 98.6%
- **Page Followers**: 10,472
  - Page Followers: 31.4%
- **Orders**: 0
  - Number of Orders: 0
- **Grievances from Orders**: 0

- **Minutes Viewed**: 389K
  - 46.6K Minutes Viewed: 12% from previous 7 days
  - 742.7K Minutes Viewed: 32% from previous 7 days
  - 73.2K Minutes Viewed: 31% from previous 7 days
  - 10.3K Minutes Viewed: 31% from previous 7 days

- **Performance for Your Post**:
  - Reach: 30,334
  - Engagement: 3,830
- **Top Performing Posts**:
  - Reach: 1,342
  - Engagement: 192

- **Post Reach**:
  - The number of people who saw any of your posts at least once. This metric is estimated.
@WeMakeEventsNorthAmerica

**TOP POSTS**
#wemakeevents

**Content Interactions**

<table>
<thead>
<tr>
<th>Interactions</th>
<th>Last 7 Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post Interactions</td>
<td>30,244</td>
</tr>
<tr>
<td>Likes</td>
<td>26,020</td>
</tr>
<tr>
<td>Comments</td>
<td>196</td>
</tr>
<tr>
<td>Saves</td>
<td>367</td>
</tr>
<tr>
<td>Shares</td>
<td>3,661</td>
</tr>
<tr>
<td>Story Interactions</td>
<td>112</td>
</tr>
<tr>
<td>Replies</td>
<td>79</td>
</tr>
<tr>
<td>Shares</td>
<td>33</td>
</tr>
<tr>
<td>IGTV Interactions</td>
<td>1,905</td>
</tr>
<tr>
<td>Likes</td>
<td>1,404</td>
</tr>
<tr>
<td>Comments</td>
<td>23</td>
</tr>
<tr>
<td>Shares</td>
<td>460</td>
</tr>
</tbody>
</table>

**Impressions per Post**

**Account Activity**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account Activity</td>
<td>40,631</td>
</tr>
<tr>
<td>Profile Visits</td>
<td>37,444</td>
</tr>
<tr>
<td>Website Taps</td>
<td>3,172</td>
</tr>
<tr>
<td>Email Button Taps</td>
<td>7</td>
</tr>
<tr>
<td>Call Button Taps</td>
<td>8</td>
</tr>
</tbody>
</table>

**Overview**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Reached</td>
<td>45.1K</td>
<td>+2.414%</td>
</tr>
<tr>
<td>Content Interactions</td>
<td>32.2K</td>
<td>+554.2%</td>
</tr>
<tr>
<td>Total Followers</td>
<td>6,969</td>
<td>+865.5%</td>
</tr>
</tbody>
</table>

**Engagement over Last Week by Age**

**Top Locations**
- Cities: Los Angeles - 7.3%, New York - 6.9%, Nashville - 6.0%, Las Vegas - 2.2%, Chicago - 2.1%
- Countries: United States

**Age Range**
- 13-17: 0.7%
- 18-24: 13%
- 25-34: 44%
- 35-44: 28%
- 45-54: 11%
- 55-64: 2.5%
- 65+: 1.3%
INDUSTRIES AFFECTED

**Theatre**
Broadway, Off-Broadway, Off-Off-Broadway, Regional Theatre (LORT A/B/C/D), Touring, Community, Education, Independent, Stand Up Comedy

**Dance**
Ballet, Jazz, Modern, Hip-Hop, Step, Tap, Celtic, etc.
Touring, Sit-Down, One-Off

**Opera**
Resident, Touring, Sit-Down, Education

**Music**
All genres from Classical/Orchestral to EDM and everything in between
One-Off Concerts, Music Festivals, Touring, Education

**Corporate**
Trade-shows, Corporate Meetings, Political Rallies/Conventions, Key-Note Speakers (TED Talks, etc.)

**Live Television**
Game Shows, Talk Shows, News, Sports, Events, etc.

**Recorded TV/Movies**
All studios are essentially at a stand still, meaning there will be a gap in content at some point soon

**Sports**
Professional and College Sports - Broadcast and Local
Basketball, Baseball, Soccer, Football, Hockey, Nascar, F1, Motocross, PBR (professional bull riding), Poker, Golf, Gymnastics, Softball, Swimming, etc.

**Fairs**
State/County Fairs, Rodeos, Stock Shows, 4H

**Special FX**
Fireworks, Pyrotechnics, Water Shows, etc.

**Themed Attractions**
Amusement Parks, Haunted Houses, Corn Mazes, Family Fun Centers, Escape Rooms, Experiences

**Museums**
Not all encompassing, but anything interactive - Children's Museums, Interactive Exhibits, etc.