



## CLIENT:

Kiehl's

A.wordsmith  
garnered 13  
pieces of  
coverage  
through local  
media outreach.

## Client Description

In summer 2013, Kiehl's, the New York-based skin and body care company, selected A.wordsmith as its Portland PR partner to create, manage and promote the Portland stop on its annual LifeRide for amfAR.

## Project Description

A.wordsmith was tasked with planning and implementing the entirety of the day's event within a set budget. This was a multi-day, multi-city motorcycle ride to raise money for amfAR and awareness for HIV/AIDS. LifeRide riders included a combination of celebrities and top-levels executive; A.wordsmith collaborated with actors John Corbett ("Sex in the City"), Gilles Marini ("Brothers & Sisters") and Kurt Yaegar ("Sons of Anarchy"); Kiehl's USA President Chris Salgado and amfAR CEO Kevin Robert Frost.

A.wordsmith developed a "Portlandia"-themed event, which helped determine the day's vendors and festivities. A.wordsmith identified and booked Project Runway winner Michelle Franklin Lesniak as the host, lined up a local ice cream cart and pickle vendor (playing off of the "We can pickle that!" Portlandia episode) to provide easy eats during the event, and arranged live music by local artist Stephanie Schneiderman. In addition, A.wordsmith worked with the Mayor's office to have the day officially declared "LifeRide for amfAR Day."

## Key Results

A.wordsmith garnered 13 articles, television interviews and radio mentions, including a one-hour interview with KATU's morning television show "AM Northwest." In all, the coverage reached more than half a million people in the Portland Metro area.

- AM Northwest
- Portland Monthly: [Kiehl's Star Studded Event](#)
- Portland Mercury: [Greg the Pet, Mancake Dante, and.. John Corbett are Riding into Portland](#)
- Portland Society Page: [Celebrities on Harleys Roar Through Portland on LifeRide to Raise Funds for AIDS Research](#)