

DATE	OUTLET	TITLE	UVM
2/27/2024	ABC News (online)	Reclaiming nature: Breaking barriers for Black athletes in winter sports	29,695,200
3/25/2024	Forbes	Grace Warner Makes Space For Female Snowboarders With 'Grace's Getaway'	151,793,759
4/7/2024	Snowboarder	Watch: Planet Zebulon and the 2024 Red Bull Slide-In Tour	83,552
4/11/2024	Aspen Public Radio (broadcast)	Culture Shifters event aims to 'make the mountains more colorful' by diversifying snowsports	72,000
4/11/2024	Aspen Public Radio (online)	Culture Shifters event aims to 'make the mountains more colorful' by diversifying snowsports	5,654
4/14/2024	KSUT (online)	Culture Shifters event aims to 'make the mountains more colorful' by diversifying snowsports	25,637
5/3/2024	Blavity	ZEB POWELL IS HELPING SNOWBOARDING BECOME MORE INCLUSIVE THROUGH HIS SUCCESS AND INITIATIVE	798,314
5/3/2024	Yahoo! Sports (Blavity pick-up)	ZEB POWELL IS HELPING SNOWBOARDING BECOME MORE INCLUSIVE THROUGH HIS SUCCESS AND INITIATIVE	130,527,613
5/6/2024	Dopest (Sweden)	MELINA DO ROSARIO OM ATT ÅKA SNOWBOARD MED BURTON PÅ ÅRE SESSIONS	30,927
5/9/2024	Snowboarder	Watch: Planet Zebulon - Burton Culture Shifters 2024	83,552
5/9/2024	The Bomb Hole (online)	ZEB POWELL'S RECAP FROM THE 2024 BURTON CULTURE SHIFTERS	n/a
5/10/2024	GQ	"There's a Whole Crew Now": Inside the Effort to Bust Snowboarding's Barriers	8,925,467
5/9/2024	Yahoo! Life (Snowboarder pick-up)	Watch: Planet Zebulon - Burton Culture Shifters 2024	3,532,420,965
		2024 TOTAL	3,854,462,640
11/20/2024	ShopEatSurf.com	Culture Shifters wins gold in 4th Annual Anthem Awards	28,502
6/11/2024	Snowboard.International	Culture Shifters wins gold in 4th Annual Anthem Awards	1,030
10/15/2024	The Hollywood Reporter	Selena Gomez's Rare Beauty, 'The Daily Show With Jon Stewart' and Foo Fighters Among Anthem Awards Finalists (Exclusive)	22,091,245
11/19/2024	Variety	Selena Gomez's Rare Beauty, 'The Daily Show With Jon Stewart' and Foo Fighters Among Anthem Awards Finalists (Exclusive)	35,983,765
		Anthem Awards TOTAL	58,104,542
3/26/2025	Chronicle 5 - WCVB (Youtube)	Programs push for access for all to the outdoors	34,700
3/26/2025	WCVB (online)	Programs push for access for all to the outdoors	4,059,109
5/5/2025	Snowboarder	Five Fits With Zeb Powell, Selema Masekela Talks Jazz, and More	84,404
4/28/2025	Travel Noire	Culture Shifters: How BIPOC Changemakers Are Redefining Snowboarding	1,192,910
5/2/2025	Esquire	Five Fits With: Snowboarding Star Zeb Powell	12,434,648
5/2/2025	AOL (Esquire syndication)	Five Fits With: Snowboarding Star Zeb Powell	228,318,711
5/13/2025	Ebony	I Traveled to Aspen and Discovered Black Snowboarders Exist and They're Really Good	1,031,647
		2025 TOTAL	247,156,129

FEATURING	LINK
Culture Shifters 2024; Zeb Powell	https://abcnews.go.com/US/reclaiming-nature-breaking-barriers-black-athletes-winter-sports/story?id=107424924
Culture Shifters (mention)	https://www.forbes.com/sites/michellebruton/2024/03/25/grace-warner-makes-space-for-female-snowboarders-wit
Culture Shifters 2024; Zeb Powell	https://www.snowboarder.com/news/planet-zebulon-red-bull-slide-in-tour-march-2024
Culture Shifters 2024	n/a
Culture Shifters 2024	https://www.aspenpublicradio.org/outdoors/2024-04-11/culture-shifters-event-aims-to-make-the-mountains-more-co
Culture Shifters 2024	https://www.ksut.org/outdoor-recreation/2024-04-14/culture-shifters-event-aims-to-make-the-mountains-more-color
Culture Shifters 2024; Zeb Powell	https://blavity.com/zeb-powell-helping-snowboarding-become-more-inclusive
Culture Shifters 2024; Zeb Powell	https://sports.yahoo.com/zeb-powell-helping-snowboarding-become-193123239.html
Culture Shifters 2024 (mention)	https://dopest.se/burton-snowboard-melina-do-rosario-are-sessions/
Culture Shifters 2024	https://www.snowboarder.com/videos/watch-planet-zebulon-burton-culture-shifters-may-2024
Culture Shifters 2024; Zeb Powell	https://thebombhole.com/blogs/bombhole-community/zeb-powells-recap-from-the-2024-burton-culture-shifters
Culture Shifters 2024	https://www.gq.com/story/burton-culture-shifters-snowboarding?_sp=ad242cf7-f03d-4305-ab51-c683de634fc8.1715
Culture Shifters 2024	https://www.yahoo.com/lifestyle/watch-planet-zebulon-burton-culture-221012428.html?fr=sycsrp_catchall
Culture Shifters / Anthem	https://shop-eat-surf.com/2024/11/culture-shifters-wins-gold-in-fourth-annual-anthem-awards/#:~:text=Burton%20Snowboarder,awards
Culture Shifters / Anthem	https://www.snowboard.international/news/culture-shifters-wins-gold-in-4th-annual-anthem-awards/
Culture Shifters / Anthem	https://www.hollywoodreporter.com/business/digital/anthem-awards-2024-finalists-nominees-1236032146/
Culture Shifters / Anthem	https://variety.com/2024/awards/columns/selena-gomez-george-lucas-one-tree-hill-cast-anthem-awards-winners-12
Culture Shifters 2025	https://www.youtube.com/watch?v=DZRTWzS5c84
Culture Shifters 2025	
Culture Shifters 2025	https://www.snowboarder.com/news/powell-masekela-internet-roundup
Culture Shifters 2025	https://travelnoire.com/culture-shifters
Culture Shifters 2025	https://www.esquire.com/style/mens-fashion/a64655281/zeb-powell-snowboard-five-fits-with/
Culture Shifters 2025	https://www.aol.com/five-fits-snowboarding-star-zeb-175300004.html
Culture Shifters 2025	https://www.ebony.com/i-traveled-to-apsen-and-discovered-black-snowboarders-exist-and-theyre-really-good/

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