



The Mouse That Roared



How It All Started...



Global News Hit

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'Rat'-atouille sandwich shocks hungry Subway fan

Teresa Blackman KGW-TV, Portland, Ore.
Published 5:19 p.m. ET Oct. 13, 2015 | Updated 1:11 a.m. ET Oct. 14, 2015

View Comments



LINCOLN CITY, OR / KGW

0:13 | 1:57

People who got spinach on their sandwich or salad at a Subway restaurant in Lincoln City, Oregon earlier this month may have unknowingly eaten food tainted by a dead rodent. USA TODAY

LINCOLN CITY, Ore. – People who got spinach on their sandwich or salad at a Subway restaurant in Lincoln City earlier this month may have unknowingly eaten food tainted by a dead rodent.

Daily Mail .com News

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Horrified diner 'finds a dead MOUSE tucked under the spinach in his Subway sandwich'


- Man got mouse in Italian sub at Subway in Lincoln City, Oregon, last week
- Matt Jones was going to eat sandwich when he saw rodent in friend's sub
- Started laughing and quickly took a photo of sub to share on social media
- They were refunded after returning the subs and complaining to Subway
- Health department found mouse came from bag of spinach, not restaurant

By EVAN BLEIER FOR DAILYMAIL.COM
PUBLISHED: 00:47 EST, 14 October 2015 | UPDATED: 02:56 EST, 14 October 2015

Rats may like pizza from the subway, but mice might prefer sandwiches from Subway restaurants.


A man who ordered spinach on his Italian sub got what he asked for... and a dead rodent as well.

Matt Jones was at a Subway restaurant in Lincoln City with his friend Jay last week getting ready to enjoy his teriyaki chicken sandwich when he spotted the dead mouse on his buddy's sub.



© Facebook

A man who ordered spinach on his Italian sandwich at Subway got what he asked for a dead mouse too



© Google


Two friends were eating at a Subway restaurant in Lincoln City, Oregon, last week when they found the mouse

Creating a PR Function

Investments:

- Cision for issuing press releases, identifying press contacts, tracking results
- Formally moving the PR function to a staff member
- PRSA membership
- APR accreditation

Results:

- He walked out the door for a lot more money as the Public Information Officer for another town.
 - Followed by an even better job at a bigger city.
- 

Regroup

- Took a hard look at the budget.
- Dropped Cision, made some cuts elsewhere
- Went from this:



Regroup

- To this:



Regroup

Just in time for the COVID-19 Pandemic:

- Budgets frozen
- Tourism promotion stopped
- ELC declared “non-essential”
- City Hall closed
- Work Remotely

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FEATURED

County signs Declaration of Emergency

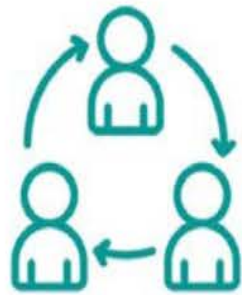
Mar 13, 2020 Updated Mar 28, 2020 0



[f](#) [t](#) [e](#) [B](#) [Q](#)

This afternoon, County Commission Chair Kaety Jacobson signed a Declaration of Emergency for Lincoln County amid COVID-19 concerns.

Regroup, Indeed



Regroup

Where new cases of COVID-19 are occurring, and stay-at-home orders/travel restrictions are still in place. Pre-reopening and State Phase 1.

1.



Rebound

When travel advisories loosen, and institutions/events/activities start to reopen. State Phase 2.



Next Normal

When COVID-19 cases are in remission, and "non-essential" travel is okay. State Phase 3.



Good News in Bad Times

#TeamOregon

Coronavirus can't stop zany Lincoln City dance party to honor essential workers

Updated: Apr. 21, 2020, 3:15 p.m. | Published: Apr. 16, 2020, 3:59 p.m.

The Oregonian


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Zoom House "Super Hero" Dance Party
Wednesday, 4/15 at 3pm
Meeting ID: 936 461 049
Password: 021692

Honor our First Responders and frontline workers.



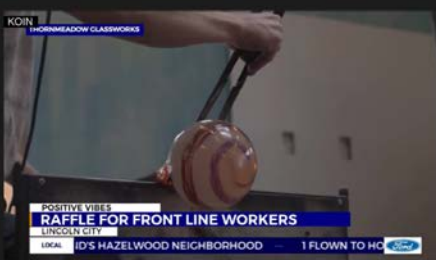
PARKS & RECREATION

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OREGON

Glass art studio spreads joy with 'floats for frontlines'

by Jenny Hansson
Posted: May 6, 2020 / 11:14 PM PDT
Updated: May 7, 2020 / 05:20 AM PDT



SHARE

PORTLAND, Ore. (KOIN) — A glass art studio in Lincoln City is working hard to bring joy to front line workers amid the coronavirus pandemic.

Westinghouse



MORNING TALKER
FREE QUARANTINE ART KITS
LINCOLN CITY

AM Extra 53° 8:01

NATIONAL

LIVE



KINDNESS DURING CRISIS
RESTAURANT FEEDS FRONTLINE WORKERS
LINCOLN CITY

KOIN 59° 5:48

CURRENTS HILLSBORO 59° HOOD RIVER 55°

Back in the Tourism Saddle Again

USA TODAY

TOURIST SURGE Tensions rise in Maui

DISNEY CHANGES Mickey's Party

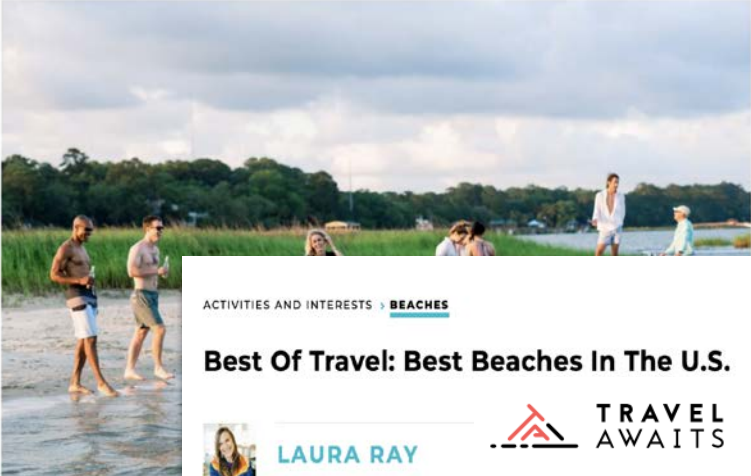
WHAT TO EXPECT Amtrak's new fleet

BOOK NOW Vacation rental costs

News Sports Entertainment Life Money Tech [Travel] Opinion

DESTINATIONS

4 beach towns to hit this fall once the crowds are gone: Carolinas, California, Oregon



ACTIVITIES AND INTERESTS > BEACHES

Best Of Travel: Best Beaches In The U.S.

Laura Ray

TRAVEL AWAITS

MAY.15.2021

Reader's Digest

A Trusted Friend in a Complicated World

RD.COM - Travel - Vacations - Destinations

The 15 Best Affordable Beach Vacations in America

Tamara Gane

Updated: Jan. 09, 2023

You don't have to spend a lot of money to enjoy the beach.

Every editorial product is independent and objective. We do not accept payment for favorable coverage. Our editors are not compensated for their work. We do not accept payment for favorable coverage. Our editors are not compensated for their work.

1 / 16

thrillist



PORTLAND • TRAVEL • WEEKEND

The Most Beautiful Places in Oregon You Never Knew Existed

From snow-capped mountain ranges to high deserts.

By Michelle Udem, and Alex Frane

Updated on 9/15/2021 at 4:28 PM



REAL SIMPLE

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LIFE > TRAVEL

20 Haunted Places Around the Country That Are Perfect for a Halloween Road Trip

You may not have to go as far as you think for ghost sightings and paranormal activity.

By Adrienne Jordan

Published on September 13, 2021



Portland Coverage



HAUNTED TAFT TOURS
LINCOLN CITY

FOX 12
OREGON
8:18 CORVALLIS 46°

FORECAST **ASTORIA:** 53° **BAKER CITY:** 57° **BATTLE GROUND:** 60°

KOIN



LIVE
LOOKING AHEAD
FUN SPRING EVENTS ON THE COAST!
LINCOLN CITY

KOIN AM Extra 47° 8:39



THINGS 2 DO
> INAUGURAL ARTS WEEK
LINCOLN CITY

FOREST GROVE
7AM 44°
NOON 57°
5PM 63°
7:39 | 50°
KATU 2
On Your Side




"ART ON THE BEACH"
LINCOLN CITY, JULY 16 - 18

FOX 12
OREGON
8:17 VANCOUVER 55°

NEWS ED AT AGE 73. A MEDICAL EXAMINER WILL DETERMINE THE CAUSE OF DEATH, BUT POLICE SAY THEY


Regional & National Coverage

12 Best U.S. Seaside Cities for a Summer Escape



START

Inspiration for your next seascape. **Fodor's Travel**




8 OF 12
Lincoln City

WHERE: Oregon

Lincoln City is less than two hours from Portland—but this scenic, seaside community is home to six historic districts and seven miles of pristine, walkable beaches along Oregon's central coast—and feels like a world away from the hustle and bustle of urban life. Instead, visitors will encounter a laid-back Pacific Northwest beach town that boasts evergreen forests, fresh air, and a sizeable lake—along with city comforts like a variety of shopping, dining, and attractions. In late June, visitors can spy colorful sky sights filled with kites during [The Summer Kite Festival](#), and ongoing treasure hunts like the ongoing [glass floats](#) give everyone the opportunity to find hidden, handmade treasure along the beach. Spend a low-key evening at [Baywood Shores Bed and Breakfast](#), which is tucked onto the bank of the scenic Siletz Bay, offering sights of the sea and the local wildlife.

NATIONAL GEOGRAPHIC Heather Newsletters SUBSC



Volunteering at a food bank while on vacation can help kids give back to the community they're visiting.
PHOTOGRAPH BY SDI PRODUCTIONS / GETTY IMAGES

FAMILY BOREDOM BUSTERS

Your guide to volunteering on a family vacation

Show kids that small contributions can make a big impact on your next travel adventure.

FOURTH OF JULY

Where to Catch Big Fireworks Displays around Portland and Beyond This Fourth of July

Personal fireworks aren't allowed in Portland this year, but there will still be plenty of fireworks shows to catch.

By Michelle Harris, Fiona McCann, and Margaret Seiler • Updated June 28, 2022



A past fireworks display on Portland's waterfront

MADE, COURTESY JOSEMARIA TOSCANI/SHUTTERSTOCK

Portland MONTHLY


Lincoln City

Home to many a kite festival, Lincoln City is used to having its skies awash in color. The 10 p.m.-ish show over Siletz Bay follows a boat parade around Devils Lake at 4 p.m.

Microsoft Travel + Follow View Profile


Headed to Lincoln City? Here's what you shouldn't miss!

Story by Microsoft Travel • Nov 13



Lincoln City, Oregon, houses the beautiful Chinook Winds Casino Resort. It is a one-stop destination, perfect for families as it offers everything you could imagine. The resort features a beautiful view of the sea and great entertainment at its casino complex. The city is also known for the Devil's Lake. Guests can try exciting water sports here.

In Lincoln City you will find some beautiful attractions that you just cannot miss! Places like [D River Beach Wayside](#), [Lincoln City Skate Park](#), and [Lincoln City Cultural Center](#) and many more. Continue reading to know more.



Lincoln City
© Provided by Microsoft Travel (See Getty Image)

1. D River Beach Wayside

A Successful Media Pitch



Top Results

Date	Publication	Headline
12/28/2022	hereisoregon.com	Hidden Glass Float Schedule Released for 2023 in Lincoln City
12/20/2022	kgw.com	Last Minute Gift Inspiration From Travel Oregon
12/15/2022	AAA - Print	Holiday Travel: Top 10 Regional Destinations
12/6/2022	koin.com	Here's The Story Behind Oregon's Year-Round Christmas Store
10/14/2022	cntraveler.com	27 Oregon Coast Vacation Rentals With Stellar Views
9/1/2022	msn.com	'Pixieland': Short-Lived Amusement Park On Oregon Coast is Subject of New Documentary
8/1/2022	fodors.com	12 Best U.S. Seaside Cities for a Summer Escape
7/11/2022	nationalgeographic.com	Your Guide To Volunteering On A Family Vacation
4/29/2022	1859 - Print	Oregon Coast Adventures
4/1/2022	travelandleisure.com	This Oregon Road Trip Will Bring You to Charming Small Towns, Beautiful Landscapes, and Craft Breweries
3/8/2022	travelawaits.com	How To Spend A Perfect Weekend In Quaint Lincoln City, Oregon
2/27/2022	travelawaits.com	The Oregon Beach Where Artisans Leave Treasures For Visitors To Discover

2022 by the Numbers

Total Placements	Total Circulation	CPM*
252	245,163,382	\$0.25

Relationships

“Lincoln City sounds like a great seaside city to visit in the summer, there's so much going on!”

-Molly O'Brien, Fodor's Travel

“The addition of mobi-mats and beach wheelchairs is going to be so helpful for visitors and locals alike when visiting the Oregon Coast.

- Matthew Brock, Newport News Times

"This is a really cool box, there's so many mini fishes in there! That's really neat, I like that a lot"

-Travis Teich, KOIN AM Extra

“We came here in 1980 and I have never heard of Pixieland, but it was this very bright spot for a short period of time there on the coast.” –

-Joe Vithayathil, KPTV Good Day Oregon





Questions