

Josh Liljenquist

Joshlij

Josh Liljenquist, known online as Joshlij, is a Minnesota-based digital creator, producer, and impact storyteller behind Live to Love. His short-form human-interest work connects public attention with practical support, while the official Impact archive documents approved stories, source-linked fundraising, and real-world outcomes.

Live to Love is Josh's public mission, not a nonprofit, crowdfunding platform, or master fundraiser. Individual fundraisers are separate recipient-specific campaigns.

MEDIA CONTACT
josh@laasports.com

LIVE NEWSROOM
joshliljenquist.com/media-kit



AT A GLANCE

Last verified September 2, 2026

\$2M+ Documented public cash support Verified 2026-09-02	21 Approved Impact stories Verified 2026-09-03	42M+ Combined audience Verified 2026-08-30	2.7B+ Lifetime YouTube views Verified 2026-07-19
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\$2M+ in documented public cash support connected to approved stories. As of September 2, 2026. Includes only approved, publicly documented, source-linked cash support connected to featured stories. In-kind goods and services are reported separately. Public fundraiser totals may continue to change. Josh did not necessarily receive, hold, control, or distribute those funds.

QUICK FACTS

Full name	Josh Liljenquist	Public name	Joshlij
Base	Minnesota	Role	Digital creator, producer, and impact storyteller
Education	Minnesota State University, Mankato - 2021	Representation	LAA Sports & Entertainment
Company	Joshlij LLC	Mission	Live to Love

APPROVED ONE-LINE DESCRIPTION Minnesota-based digital creator, producer, and impact storyteller behind Live to Love.	LIVE RESOURCES Approved photos Coverage archive Impact archive Background and public statements
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Impact proof, selected coverage, and interview resources

REPRESENTATIVE IMPACT PROOF

	Azeza and Gigi \$600,000+ raised Public support helped create financial relief for the family during an exceptionally demanding period. Verified 2026-07-19 Open canonical story		Steven Mills More than \$55,000 raised The documented response increased donor-search awareness and public fundraising; no later medical outcome is claimed here. Verified 2026-08-07 Open canonical story
	Chuck \$300,000+ raised The documented follow-up includes improved mobility and Chuck moving from the streets into a condominium. Verified 2026-07-19 Open canonical story		Aaron 100+ days sober Support and follow-through helped Aaron enter treatment, build accountability, and reach a documented recovery milestone. Verified 2026-07-19 Open canonical story

SELECTED EARNED MEDIA

Associated Press National feature - 2024-10-18	'Kindness' influencers on TikTok give money to strangers. Why is that controversial? Open original or archive record
Minnesota Star Tribune Regional written feature - 2024-01-17	Minnesota TikToker films as he gives food to homeless people, and his 5M followers eat it up Open original or archive record
KARE 11 Broadcast package - 2024-02-01	KARE 11 Profiles Josh Liljenquist's Community Work Open original or archive record
Twin Cities Live / KSTP-TV Live interview - 2026-08-11	Josh Liljenquist Talks Live to Love and Spreading Kindness on Twin Cities Live Open original or archive record

INTERVIEW TOPICS • What happens after the viral moment • Turning online attention into documented real-world outcomes • Consent, dignity, and ethics in creator-led human-interest storytelling • Housing, transportation, recovery, and care through community response	APPROVED PHOTOS AND ASSETS Live press room Download asset package Full photo library	ARCHIVES AND METHODS Media archive Methodology Impact archive
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