

MEDIA KIT

Josh Liljenquist

Live to Love: storytelling, social media, and acts of kindness turned into real-world help for people in need.

34M+

Followers across
platforms

400M+

TikTok likes

78M

Instagram views in 30 days

Website: joshliljenquist.com

Social: pillar.io/josh.lilj

Contact: josh@laasports.com

Support: donorbox.org/support-the-mission-946139

Overview

Josh Liljenquist uses short-form storytelling to spotlight people in need and rally practical help from a large online community. His work has been covered by local and national outlets, including MPR News, People, FOX 9, CBS News Minnesota, Axios, Pioneer Press, Star Tribune, KARE 11, KSTP, Bring Me The News, WUSA9, Fairmont Sentinel, CCX Media, Patch, and Alpha News.

Selected Impact Stories

| Story | Documented Result | Why it matters |
|------------------------|------------------------|--|
| Sheena and Baby Joseph | Over \$600,000 raised | Housing, stability, and recovery support for a mother and newborn. |
| Keegan and Natasha | Over \$78,000 raised | Safer transportation and family mobility after a van broke down. |
| Azeza and Gigi | Over \$600,000 raised | Care, bills, and family stability after their story reached a national audience. |
| James and Chelsie | Nearly \$50,000 raised | A path from housing insecurity toward stable homeownership. |
| Xavier and family | Over \$22,000 raised | Transportation, rent support, and practical family stability. |
| Eileen | \$43,275 documented | Recovery support after a devastating house fire. |

Media Coverage Areas

| Category | Examples of outlets and topics |
|------------------------------|--|
| Impact and kindness stories | People-first stories about real fundraisers and community support. |
| St. Paul park ban coverage | Coverage of the city park fundraising ban and public debate. |
| St. Paul ban lifted coverage | Updates after the policy was rescinded or changed. |
| Profile and creator coverage | Context on Josh as a Minnesota creator and community advocate. |
| Video clips | TV interviews and broadcast segments for quick viewing. |

Partnership Snapshot

Selected brand collaborations include mission-aligned work across lifestyle, entertainment, consumer, and platform partners. The focus stays on trust, emotional storytelling, and real-world impact.

| Selected Brand Collaborations | Partnership Fit |
|--|---|
| Minky Couture Uber Ticketmaster Stand+ Mystery Box True Classic | Best-fit campaigns connect a useful brand, nonprofit, event, or cause to a real human need. |

Good Story Angles

- How social storytelling can mobilize fast, practical help for families.
- The ethics of creator-led fundraising and how trust is built in public.
- The St. Paul park fundraising ban, public response, and policy reversal.
- Minnesota kindness stories with national reach and measurable outcomes.
- Brand partnerships that support positive, human-first community work.

Contact Paths

| | |
|---------------------|--|
| Media inquiries | josh@laasports.com |
| Brand partnerships | josh@laasports.com |
| General contact | josh@laasports.com |
| Nominate someone | joshliljenquist.com/nominate-someone-for-help.html |
| Support the mission | donorbox.org/support-the-mission-946139 |

This kit uses plain-text outlet and partner references plus public contact, social, nomination, and support links.