



**ESPN Los Angeles Office**

800 Olympic Blvd  
Los Angeles, CA 90015

☎ 414.209.3100

🌐 [ESPNLosAngeles.com](http://ESPNLosAngeles.com)

**ESPN Los Angeles Social Media Following Surpasses 1 Million Followers**

Los Angeles, CA. (August 20, 2024) – Good Karma Brands and ESPN Los Angeles proudly announce a landmark achievement in the station’s digital presence by reaching 1 million followers across its social media platforms. This milestone cements ESPN LA's status as the largest sports radio station social media following in America and reflects the growing engagement and passion of sports fans in the region.

Speaking of the milestone, Sam Pines, vice president and market manager, ESPN LA said, “Our commitment to extensive live programming, delivering the latest sports breaking news, trusted rapid reactions, and featuring respected sports voices and opinions in Los Angeles has led to an unprecedented engagement on our social platforms. Fans follow our accounts for a unique experience and connection to the station’s personalities.”

ESPN LA is the first sports radio station to surpass 1 million followers and has a presence on X (formerly Twitter), Facebook, YouTube, Instagram, Twitch, TikTok, and Threads. The station ensures to reach fans wherever they are, celebrating the creative and dedicated sports fans who actively engage with them. ESPN LA offers exclusive play-by-play coverage and insider access with premier organizations, including the Rams, Lakers, Angels, LAFC, Kings, and USC.

We invite all sports enthusiasts to join us in celebrating this incredible milestone by following ESPN Los Angeles on their favorite social media platform and staying connected for the latest updates, live streams, and breaking news.

To celebrate, ESPN LA is hosting a giveaway that includes an exclusive in-studio experience, tickets to an LA sporting event, bottle of Stella Rosa, Island’s gift card, Pizza Hut swag pack, Fantasy Springs Casino prize pack, and a bottle of Tequila Mandala. Active and engaged fans on our social media platforms will be considered when ESPN LA picks out winners.

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**ABOUT GOOD KARMA BRANDS**

As a proud partner of ESPN, GKB represents the ESPN Radio Network and Podcasts, the full portfolio of ESPN Digital Products, ESPN Events and local ESPN affiliated radio stations in eight markets including Beaver Dam, Cleveland, Chicago, Madison, Milwaukee, New York, Los Angeles, and West Palm Beach. GKB's other audio assets include Newsradio 620 WTMJ and 101.7 The Truth in Milwaukee, and 95.3 WBEV in Beaver Dam, WI.

With offices throughout the country and our home office in Milwaukee, Wisconsin, GKB's team includes over 550 teammates and was recognized as a "Best Place to Work" by multiple organizations, including Front Office Sports and Sports Business Journal.

For a full list of assets and more information, please visit [www.goodkarmabrands.com](http://www.goodkarmabrands.com).

**Media Contact** | Elizabeth Staed | [estaed@goodkarmabrands.com](mailto:estaed@goodkarmabrands.com)