

Sam Adams always has a story to tell.

Some of his stories are current observations taken from his daily life encounters. Some are flashbacks from his three decades of time spent as an award-winning newspaper sports journalist. All of Sam's stories are told from the stage when he performs an energetic, hilarious brand of comedy that is 100-percent profanity-free. Sam has been called a '*Renaissance Man*', which is a befitting label. In addition to careers in entertainment and journalism, Sam is a motivational public speaker and a television commercial actor.

During the summer of 2018, the "*True Color*" video clip from Sam's Dry Bar Comedy special (titled '*Incoherently True*') went viral with more than 10 million Facebook views in less than 72 hours. The "*True Color*" video clip has amassed more than 31 million Facebook views, and the overall social media views from all of Sam's Dry Bar Comedy clips for one year have surpassed 41 million.

In 2009 Sam entered the Great American Comedy Festival, held annually in Johnny Carson's childhood hometown of Norfolk, Nebraska. Sam left the festival as its most unique prize winner still to date. Entered initially as a contestant in the amateur division, he won the first-place prize. At the request of festival officials, Sam competed in the professional division after one of the 24 hand-selected contestants fell ill. Sam was the lone amateur in a field of polished professional comedians — most of them with national late-night television talk show appearances and cable TV credits already on their resumes. An unexpected second-place finish — just four months after his newspaper employer of 13 years went out of business — was the impetus for Sam to pursue a professional career in stand-up comedy.

Sam's motivational keynote presentation is titled *'Going Up: Taking Steps To Elevate Your Levels Of Success.'* His keynote offers riveting stories and intriguing references from personal and professional odysseys. The audience will gain insightful tips for success gleaned from Sam's numerous encounters with an A-List of stars — from professional sports Hall of Famers to world-renown, award-winning entertainers.

In October, 2019 Sam was honored with a media Hall of Fame induction from the prestigious Denver Press Club. In 2003 Sam's media peers elected him Colorado's *Print Journalist of the Year.* Sam has over 20 years of experience as a sports journalist for major daily newspapers in the U.S. It's a span of four decades including his work as a featured television sports commentator and contributor on *NFL Network, Fox Sports Net Rocky Mountain* and Denver's affiliates for *CBS* and *NBC.* Sam has covered high-profile championship sporting events at all levels — most notable four Super Bowls and two Olympiads.

Sam has authored one book which documents numerous moments from his career as a sports journalist. *'If You Don't Believe Me: Lessons Learned from Listening To The Greats'* was released in April, 2013. In the book, Pro Football Hall of Fame quarterback John Elway offers the following tribute to Sam ... *"Through the ups and downs of an NFL career, I developed great trust, respect and appreciation for him. Blending an uncanny ability to mix humor with keen insight and knowledge, Sam is a one-of-a-kind storyteller."*

Comedian. Journalist. Speaker.

Accomplished. Talented. Versatile.

Sam Adams keeps adding chapters for audiences to appreciate.

