

**O**n the pages and the stages, Sam Adams always tells a story. They are shared often when he performs an energetic, hilarious brand of comedy that is 100-percent profanity-free.

**Sam is the only dual prize winner in the history of the Great American Comedy Festival. It happened in 2009, just four months after his newspaper employer of 13 years went out of business. Sam won the festival's amateur competition, and when asked to compete with the professionals, he placed second — giving him an impetus to pursue a professional career in stand-up comedy at age 49.**

**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. Since, the “*True Color*” video clip has amassed more than 32 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.**

**Sam has received a befitting label of ‘*Renaissance Man*.’ Prior to his established career in entertainment, Sam spent three decades as an award-winning newspaper sports journalist. In October, 2019 he was honored by the prestigious Denver Press Club with induction to its Hall of Fame. Sam is the first African-American sports journalist to be inducted, and only the fifth black journalist inducted in the club’s 153-year history.**

**In 2003 Sam’s media peers elected him Colorado’s *Print Journalist of the Year*. His experiences as a sports journalist for major daily newspapers in the U.S. began with the Denver Post in 1986, included a stint with the Charlotte Observer (1995-96) and finished with 13 years at the Rocky Mountain News. His coverage for many of the world’s most popular sporting events (from Super Bowls to Olympiads) helped Sam gain perspective for his book titled, *’If You Don’t Believe Me: Lessons Learned from Listening To The Greats’* (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.*”**

**Sam’s motivational keynote presentation is titled *’Going Up: Taking Steps To Elevate Your Levels Of Success.’* The keynote offers riveting stories and intriguing references from his personal and professional odysseys. The audience will gain insightful and humorous 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.**

**Comedian. Storyteller. Journalist. Speaker. Commercial actor.**

**Count on Sam Adams to continue adding new chapters of entertainment for audiences of all ages to appreciate.**