



# KCSA Strategic Communications Acquires Salar Media Group

by Bulldog Reporter | Apr 24, 2018

**KCSA Strategic Communications**, a fully-integrated communications agency specializing in public relations, investor relations and social media announced today that it has acquired **Salar Media Group** (SMG), a leading public relations and marketing firm specializing in the cannabis industry. SMG founder and CEO, **Cynthia Salarizadeh**, will join KCSA as a managing partner. Terms of the transaction were not disclosed.

Since its inception, SMG has positioned itself as one of the cannabis industry's leading public relations firms, representing brands that include cannabis tracking software company BioTrackTHC, Humboldt's Finest and JuJu Royal, the ultra-premium cannabis brand launched by Julian Marley, son of late Reggae star Bob Marley.

"Along with the three core industry focus areas of KCSA – Technology, Healthcare and Financial Services – we are committed to expanding our considerable communications expertise across the entire supply chain in the cannabis industry," said **Todd Fromer**, Managing Partner of KCSA Strategic Communications. "We are excited to welcome Cynthia and to integrating her experience and expertise in cannabis into our already robust offering."

"Over the past couple of years, I have watched KCSA establish a position of leadership in providing expert communications counsel to the cannabis industry. The opportunity to join KCSA was too good to pass up, and I look forward to working closely with the entire KCSA team," said Ms. Salarizadeh. "KCSA's vast infrastructure, combined with SMG's knowledge of the cannabis industry, will uniquely position us to offer unparalleled service and support to our clients from around the globe."