

# MJIN NEWS

MARIJUANA INDUSTRY NEWS

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[KCSA Strategic Communications](#), a fully-integrated communications agency specializing in public relations, investor relations, social media and marketing, is capitalizing on the burgeoning cannabis industry by launching a new podcast called [“The Green Rush.”](#) The podcast launches alongside a dedicated public relations, investor relations and social media cannabis practice and [website](#), created to serve the specific needs of leaders in the cannabis industry across the entire supply chain.

KCSA has been working with clients in the cannabis space for more than five years, and has deep institutional knowledge as well as access to decision makers, investors, entrepreneurs and analysts who are writing the rules for this new marketplace. KCSA is using “The Green Rush,” hosted by Managing Partner Lewis Goldberg and Managing Director Anne Donohoe, as a platform for conversations with industry leaders, the media, cannapreneurs and public advocates about the big issues facing this dynamic industry.

“The Green Rush is real. With nearly 300 publicly listed cannabis companies, tens of thousands of retail investors, and a seemingly insatiable appetite in the mainstream and trade press for stories about cannabis companies, the opportunity to help shape this industry was too interesting to ignore,” said Mr. Goldberg. “While the cannabis industry is still very young, and sits in a regulatory gray area, we believe that we are only at the very beginning of defining this growing industry.”

KCSA has always been a forward-looking public and investor relations agency, and it is with that in mind that they decided to launch this practice, headed up by Mr. Goldberg on the public relations team and Managing Director Phil Carlson from the investor relations team.

“Companies need the ability to tell their stories effectively to investors, market participants, regulators, legislators and even consumers. KCSA has a proven track record of working with entrepreneurial companies, C-suite executives and boards to define and deliver a clear message, call to action and then measure the impact that we have on a company’s bottom line,” continued Mr. Goldberg.

Mr. Carlson added, “The appetite among institutions for information about publicly traded cannabis companies has never been greater. While there is a massive reticence to

invest institutional dollars in this sector, the flow of capital from high-net-worth individuals, family offices and general partners at hedge funds and private equity firms into cannabis companies is accelerating. Facilitating access to these types of individuals and capital is the type of value that our cannabis practice brings to our clients every day.”

“The Green Rush” podcast is a weekly, 30-minute show and can be found on iTunes, Stitcher, iHeartRadio, and other popular podcatchers. Mr. Goldberg and Ms. Donohoe will be speaking with lawmakers, investment bankers, CEOs, entrepreneurs and investors, among others who are transforming cannabis away from the shadows of the black market into a thriving, legitimate industry.

Initial guests on “The Green Rush” include Alan Lien, Founder and President of Solis-Tek, Alan Brochstein, founder/creator of 420 Investor and New Cannabis Ventures and Debra Borchardt, Co-Founder, CEO, and Editor-In-Chief of Green Market Report and contributor to Forbes.

The Green Rush is proud to be a part of [CannabisRadio.com](http://CannabisRadio.com), the largest online radio network for the cannabis industry. If you have a great guest idea, we want to hear from you! Please email [greenrush@kcsa.com](mailto:greenrush@kcsa.com).

#### **About KCSA Strategic Communications**

KCSA is a fully-integrated communications agency specializing in public relations, investor relations, social media and marketing with expertise in financial and professional services, technology, healthcare, media, energy, cannabis and public services companies. Since 1969, the firm has demonstrated strategic thinking and program execution that drives results for its clients in the ever-changing communications and digital landscape. The firm’s clients are its best references. For more information on the KCSA Cannabis Practice or “The Green Rush,” please visit our website.