



Green Market Report

Top Cannabis PR Firm Salar Media Group is Acquired By New York Powerhouse KCSA

KCSA Strategic Communications (“KCSA”), 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.

“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.”

Since its inception, SMG has positioned itself as one of the cannabis industry’s leading public relations firms, representing many of the most respected brands and producing some of the most recognized conferences and events in the space.

SMG will remain a holding company for the media properties and projects that Salarizadeh is part of, such as the Green Market Report, the cannabis entrepreneur tech platform AxisWire.com slated to launch next week, the Industry Power Women production of Wonder Women of Weed, and the weekly broadcast of CannaBIZ & Company.

“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.”

This move brings together two of the largest names in cannabis public relations. KCSA Communications now has the advantage of housing one of the most influential operators in cannabis communications.