Case Study

Situation – The client was starting a new show, the Medical Marijuana & Hemp Expo (MMHE). With the recent negative press regarding the 4/20 event in Dundas Square and the raiding of compassion clubs, the challenge was to both get the word out about the show and to keep the publicity either neutral or, preferably, positive.

Outcome – Locally, just about every mainstream newspaper and television news stations covered the event as well as several radio broadcasts. Nationally, through an article for Post Press Media, coverage was in newspapers across the nation. Internationally, FOX stations across the US posted a news article on more than 15 news station websites and BBC radio aired an interview with the show producer in London, England. Of all known coverage, none was negative publicity.





Toronto Sun - MMHE

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