

FOR IMMEDIATE RELEASE



GRASSLANDS
A JOURNALISM-MINDED AGENCY

Boutique Agency Lays Groundwork for Expansion Into New Sectors, Appointing Sarah Thorson Director of PR

With Broad Experience Representing Clients Spanning Technology, Outdoor Recreation and Venture Capital, Thorson Bolsters Agency's Scope, Expertise

DENVER—Feb. 5, 2019—[Full-service communications agency Grasslands](#) is moving into new territories in highly regulated industries with the appointment of forward-thinking public relations professional Sarah Thorson to lead the company's PR division.

Ms. Thorson specializes in blending disciplines for effective media communications, from content development and storytelling to identifying compelling industry trends, to adept crisis management. She has executed numerous publicity campaigns that have reached the top tiers of American media, securing placements for her clients in top-flight news and trade organizations such as *The New York Times*, *TechRepublic*, *Wall Street Journal*, *Bloomberg*, *Entrepreneur*, *Reuters*, ESPN, NBC News and *TechCrunch*, among others.



“Adding Sarah to our team allows us to truly level up our services and commitment to our industry-leading clients and our partners in the media,” said Grasslands CEO Ricardo Baca, a veteran journalist who was recently named AdCann’s Marketer of the Year for 2018. “Sarah brings deep insight as well as a clear vision for the future of Grasslands. Even more important, her character and integrity match the culture we’re building and the values we strive to live by. All of our clients and colleagues will benefit enormously from her fresh thinking and strategy-first approach.”

As Grasslands' Director of Public Relations, Ms. Thorson directs all PR strategy and execution for the agency's clients and the Grasslands brand. She leads Grasslands' PR team, connects strategic partners with media networks and upholds Grasslands' journalism-based standards. Ms. Thorson brings 15 years of agency and in-house experience to her new role. Previously, she served as Account Director at 10Fold Communications, a nationally recognized B2B agency focused on the technology sector. During her tenure at 10Fold, she launched the agency's Denver regional office, developed marketing and communications initiatives for global companies and managed more than \$1 million in account revenue. Ms. Thorson also has experience representing companies on the national stage, as a spokeswoman for Vermont-based Killington Resort on NBC's *Today* and ABC's *Good Morning America*.

Prior to her work at 10Fold Communications, Ms. Thorson was Account Director and Senior Account Manager at 104 West Partners, where she created and implemented strategic communications plans for consumer and technology clients, including Twitter and Support.com.

"I'm looking forward to crafting custom communications programs with this outstanding team, which has already established a reputation for originality and excellence," Ms. Thorson said. "We have big plans to grow Grasslands and make 2019 the agency's most successful year yet."

For more information or to schedule an interview, please contact Emily Trigg, Publicist at Grasslands, at em@mygrasslands.com or 318-564-8195.

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About Grasslands: A Journalism-Minded Agency

Grasslands is a full-service boutique agency working with clients in highly regulated industries. A nimble 10-person firm with offices in Denver and Los Angeles, Grasslands specializes in best-in-class Public Relations, Content Marketing, Social Media, Thought Leadership work, Newsletter Campaigns, Book Development and Event Execution for businesses and executives. Founder and CEO Ricardo Baca, a 20-year newspaper veteran, has built a seasoned team with more than six decades of top-level journalism experience at outlets including *Men's Health*, *The Denver Post*, the *Chicago Sun-Times*, *Seventeen*, *The Daily Beast* and *Wonkette*—and PR experience with clients including IKEA North America, Farmers Insurance Group, K12 Inc., REI, Dupage Medical Group, Fisher-Price and Emeril Lagasse (*bam!*). Grasslands has a deep bench of experience supporting clients through product launches, acquisitions and IPOs, crisis management and capital funding initiatives. For more information, please visit MyGrasslands.com. Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#).

Media Contact:

Emily Trigg
Grasslands: A Journalism-Minded Agency
318-564-8195
em@mygrasslands.com