

GRASSLANDS

Grasslands Adds Events Division to Full-Service Agency Offerings, Expands High-Profile Networking Party Series

Experienced Event Production Vets Courtney Mathis and Sam Pendleton Will Manage Full Slate of Parties in New Orleans, Toronto, Oakland and Las Vegas

DENVER—April 17, 2018—Full-service communications firm [Grasslands: a Journalism-Minded Agency](#) is expanding for the fourth time in as many months, adding an experienced events division to its recently expanded public relations department and its content and social media / newsletter divisions.

Grasslands' events team is developing, curating and executing events for the agency's clients, and for the communications firm itself—including the continuation of the popular Grasslands Party networking mixers for cannabis industry thought leaders in New Orleans in May, Toronto in June, Oakland in October and Las Vegas in November.

Professional event producers Courtney Mathis and Sam Pendleton have joined Grasslands as Event Directors. The duo managed RootedSpace agency for the past two years, throwing successful, thoughtful events for cannabis industry professionals and non-profit organizations.

“With the addition of Courtney and Sam to our team, and event production to our overall portfolio, Grasslands is continuing to grow and mature to better fit our clients' many needs,” said Grasslands CEO and Founder Ricardo Baca. “I've always been impressed with Courtney and Sam's work in the past, and their launch party for Whoopi & Maya in Colorado was one of the best events I've ever attended, in this industry or any other.

“After seeing what they're capable of, I knew I wanted to make their creativity a part of what we are doing here at Grasslands. Customized, brand-activating events are just one more way we can change the landscape of corporate communications and branding for our clients.”

Added Ms. Mathis: “After two years of creating and hosting some of the most pioneering events in the cannabis industry, we could not be more excited to join forces with the experts on

Grasslands' team. Ricardo and his entire staff share our love for storytelling and are the perfect partners to push the envelope and elevate event production for brands both in and out of the cannabis sector."

Ms. Mathis and Ms. Pendleton will be kept busy in the coming months as Grasslands continues to host The Grasslands Party—its acclaimed series of cannabis industry networking parties—across North America at related events including [MJBizConNEXT](#) in New Orleans on May 10-12 followed by [O'Cannabiz](#) in Toronto, June 7-9. In the fall, The Grasslands Party will take on [New West Summit](#) in Oakland from Oct. 11-13 and behemoth conference [MJBizCon](#) in Las Vegas from Nov. 14-16.

Previous Grasslands Parties, in Oakland in 2017 and Austin's South by Southwest festival in 2018, have drawn national attention and applause from industry insiders who have attended, including former Men's Wearhouse Executive Chairman and CEO George Zimmer and Marijuana Policy Project Co-Founder Rob Kampia.

Grasslands is currently accepting RSVPs for its New Orleans party to be held during MJBizConNEXT on Wednesday, May 9, from 5:30-10 p.m. For more information, visit <http://buytickets.at/grasslands/162137>.

A few of Ms. Mathis' and Ms. Pendleton's most memorable events include the Colorado launch party for the Whoopi & Maya brand; the [Easy Brews Festival](#) for the National Hemophilia Foundation and kindColorado's First Annual Holiday Party.

"They put their blood, sweat and souls into our event," said Amy Board, Executive Director of the National Hemophilia Foundation's Colorado Chapter, speaking to Ms. Mathis' and Ms. Pendleton's event-making savvy. "They are directly responsible for the personality and charm our little fest has quickly developed. Growing our event would have been impossible without their vision, knowledge, grit, tenacity, hilarity and passion. I can't begin to tell you what it's like to have a team of people believe in the work you are trying to do."

For more information about Grasslands' events division or to schedule an interview, please contact Shawna McGregor at 917-971-7852 or shawna@mygrasslands.com.

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About Grasslands

[Grasslands](#) is a journalism-minded agency, helping clients in a variety of industries with informed public relations, thoughtful content marketing, contextual social media, top-notch

thought leadership work, impactful newsletter campaigns and compelling event execution. The Content Team, led by 20-year newspaper veteran Ricardo Baca, has nearly 45 years of top-level journalism experience at outlets including *The Denver Post*, the *Chicago Sun-Times*, the *Rocky Mountain News*, *The Daily Beast* and elsewhere. The Public Relations Team, led by 20-year New York City agency veteran Shawna McGregor, has nearly 35 years of high-level communications experience with clients including *People* magazine, IKEA North America, K12 Inc. and the American Wind Energy Association. Join the Grasslands conversation on [Facebook](#), [Twitter](#) and [Instagram](#).

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