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## **Council for Federal Cannabis Regulation (CFCR) Engages Four Diverse Communication Partners to Enhance Brand Awareness Through Strategic Messaging**

**WASHINGTON, D.C. (September 28, 2021)** -- The [Council for Federal Cannabis Regulation](https://www.uscfcf.org/) (CFCR) today announced formal partnerships with four communication agencies to develop concise and impactful messaging across several fronts -- including public relations, social media and graphics, creative video and visual content, and web design. Through powerful crafting and delivery of their messaging, CFCR's intends to maximize its outreach as an advocate for federal regulations in the cannabis industry.

**Brotman | Winter | Fried (BWF)**, part of the **Sage Communications** umbrella, will provide CFCR with public relations and outreach support. **Steve Winter**, President and COO of BWF, will serve as the driving force behind the development of CFCR's messaging and the delivery of the council's various programs and initiatives to the public. Winter will also serve as the key-messaging strategist on the CFCR Advisory Board. BWF is a PR agency that is well connected with various industries, including sports, entertainment, technology, and cannabis.

**Heather Mahoney**, President of the Haute Haus agency, will lead the Council's digital campaign as Social Media Director through online marketing, social posting and marketing and graphic design. Mahoney's creative approach combined with her ability to generate and maintain brand awareness across various social media platforms positions her as a key player in CFCR's communications strategy.

CFCR will also collaborate with **Wild Bill**, a content creation company based in Los Angeles. Wild Bill's Creative Director **Samantha Hart** said she's thrilled to have the opportunity to partner with CFCR. "As award-winning storytellers, nothing excites us more than crafting messaging that delivers results. We look forward to creating strategic materials for CFCR, and to collaborating with the team," Hart said.

Lead creative and graphic design communicator, **Derek Friday**, founder of **Friday Farms Creative**, built the CFCR brand voice and style while implementing a refreshed website and will assist in supplying that continuity across all channels.

"With BWF, Haute Haus, Wild Bill and Friday Farm, CFCR will benefit from the combined and collaborative efforts of four incredibly creative and diverse firms, all of whom are already collaborating in strategic rhythm to deliver our Council's messaging across multiple platforms and formats," said CFCR Executive Director Sarah Chase. "Each of these companies brings a unique yet complimentary realm of expertise to our organization, and we're seeing amazing results from this alliance. CFCR's education, advocacy, and communication mission is being realized."

For additional information, please visit [uscfcf.org](https://www.uscfcf.org/).

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## **ABOUT CFCR**

The Council for Federal Cannabis Regulation (CFCR) is a 501(c)(3) and 501(c)(4) non-profit that serves as a forum in which stakeholders – both from the federal government and industry – can analyze and support the creation of informed, intelligible, and inclusive federal laws and regulations to govern the cannabis industry. CFCR exists to educate, advocate, and communicate with businesses and the US Government. For additional information please visit [www.uscfc.org](http://www.uscfc.org) and follow us on social media @USCFCR.

## **ABOUT BWF**

Brotman|Winter|Fried is a subsidiary of Sage Communications, headquartered in suburban Washington, D.C. A boutique firm in business for more than 40 years, BWF specializes in public relations, special event production and management, brand development, marketing and promotions for a broad range of clients including sports, entertainment, retail, restaurants, healthcare, cannabis, business services, trade associations, even local and federal government agencies. For additional information, please visit <https://bwf.aboutsage.com>. For a specific look at the company's cannabis practice, please visit <https://bwfcannabispr.com>.

## **ABOUT HAUTE HAUS**

Haute Haus is a strategic communications agency based in Chevy Chase, MD specializing in brand building through advertising, digital development, and publicity. HHA's creative team believes PR lies in impactful content creation, including well-rounded social campaigns, engagement, and a strong brand narrative. Every team member hired has an extensive background in press, giving HHA a unique perspective in a diverse industry. For more information, please visit [www.hautehausagency.com](http://www.hautehausagency.com).

## **ABOUT WILD BILL**

[Wild Bill](#) is an award-winning creative content and commercial agency specializing in authentic stories for entertainment properties, nonprofits, brands, and start-ups founded by Samantha Hart and James Lipetzky. Together, they have created content for American Express, Microsoft, Sony, and nonprofits A Better LA, A Place Called Home, Boys and Girls Club, and United Way, winning them the prestigious Gold Hugo Award. *License to Operate*, their feature documentary about reformed gang members in Los Angeles, debuted at SIFF and won Best Documentary Feature at the Highland International Film Festival

## **ABOUT FRIDAY FARMS**

Friday Farms is a boutique, independent advertising, and creative design firm based in Washington, DC. Building brands and marketing strategies across multiple industries, including non-profits, start-ups, hospitality groups, and real estate sales firms, Friday Farms is committed to a collaborative environment to best communicate, represent, and target the desired audience no matter the industry or field.