



FOR IMMEDIATE RELEASE

## SUGO Communications Celebrates a Landmark Surge in New Client Wins in First Quarter of 2024

*Public relations agency adds HomeExchange, Thai Trade Centre, Flying Goose Sriracha, KEEN and more!*

LOS ANGELES/TORONTO, April 4, 2024: [SUGO Communications](#) announced a series of new client acquisitions today, cementing its position as a premier cross-border public relations agency. This announcement comes three years after SUGO's successful expansion into the United States, with its Los Angeles headquarters serving the large roster of US clients.



*“SUGO Communications has always been at the forefront of the food, hospitality, and travel landscape. These new client partnerships are a natural progression of our ongoing commitment to excellence and innovation in these fields,”* said **Shawn Rusich, CEO of SUGO Communications**. *“Our team’s strategic acumen and deep understanding of market trends have enabled us to connect authentically with our legacy partnerships and new clients, delivering unparalleled service and results.”*

The firm’s new clients are as follows:

- **[HomeExchange](#)**: As the world’s largest home-swapping network, HomeExchange revolutionizes travel by offering authentic and affordable lodging alternatives, fostering a community of adventurers seeking unique experiences. SUGO will implement and execute the brand’s public relations strategy
- **[KEEN Energy Bites](#)**: This new player in the health food market offers a unique mix of energy bites, perfect for the health-conscious and those on the go looking for a delicious refuel. SUGO will lead KEEN’s public relations and social media strategy
- **[Thai Trade Center](#)**: SUGO will lead the influencer and media relations efforts for Thailand’s food imports ranging from Thai rice, coconut milk, curry paste and more
- **[Flying Goose Sriracha](#)**: SUGO proudly represents the social media presence of Flying Goose, amplifying the brand’s distinctive flavor and culinary versatility
- **[Della Terra](#)**: An Italian gem in LA, offering a northern Italian culinary experience with a devotion to quality. SUGO will lead promotions of the restaurant in the Los Angeles area and beyond.
- **[HauteMess](#)**: Haute Mess tempts with made-to-order sandwiches on freshly baked bread, artisan pastries, housemade pasta and sauces, and indulgent gelato. Patrons can also choose from over 200 wines, available by the bottle.
- **[The Dover George](#)**: A boutique hotel nestled in Ontario’s charming Port Dover, known for its distinctive elegance and hospitality, offers guests a serene escape with a touch of local character. The partnership will focus on awareness of this Ontario hidden gem.
- **[The Cottage Cheese](#)**: Nestled in Toronto’s vibrant Kensington Market, The Cottage Cheese brings an urban Indian culinary adventure, blending traditional flavors with a modern twist in a cozy and inviting atmosphere. SUGO will work to position the restaurant as Toronto’s destination for the best Indian cuisine and top-of-the-line service.
- **[Buddy](#)**: LA’s newest boutique hydrotherapy treatment center for your furry best friend in a convenient location. Specializing in rehabilitation therapy utilizing an aquatic treadmill or swimming for recovery from injuries, surgery, to manage weight-loss or preventative fitness.
- **[Nemo Zhou](#)**: SUGO has also welcomed women’s poker star and grandmaster chess player, Nemo Zhou. The agency will support raising Zhou’s profile across through personal publicity, partnerships and media relations.

On what’s next for SUGO, Rusich added, *“I am so proud to see such a large addition of new clients to our agency, alongside a long list of our legacy clients. We’re excited to continue to announce new clients in the second quarter, some of whom we’ve already begun creating*

*strategy for. As we continue to expand our reach and capabilities, our focus remains steadfast on creating impactful narratives and campaigns that resonate deeply with our clients' audiences. Our recent successes are just the beginning of an exciting new chapter for SUGO Communications.”*

**To learn more about SUGO Communications visit [www.sugocommunications.com](http://www.sugocommunications.com)**

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## **ABOUT SUGO COMMUNICATIONS**

SUGO Communications was launched in 2011 by Shawn Rusich and is a North American, full-service creative communications agency specializing in top-tier lifestyle clients; restaurants, wine and spirits, fine food, hotels, food halls, celebrities, small appliances, spas, franchises and more. SUGO Communications is globally recognized as a leader in strategically connecting brands with media, influencers and consumers across North America. SUGO Communications offers seamless support in public relations, corporate communications, social media, influencer relations, event planning, sponsorships, marketing, advertising, and beyond.

**For media requests, more information and hi-res images, please contact:**

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