



# Deeply Rooted, Widely Known: A PR Journey in Cannabis Retail

A CASE STUDY

# Executive Summary

## COMPANY BACKGROUND

Silver Therapeutics, the Northeast's premier cannabis curator and privately held, locally owned and operated retailer, is on a mission to help communities achieve their wellness and enjoyment goals through the use of high quality cannabis. With locations in Maine, Massachusetts, Vermont, and New York, we are customer-focused and all about helping support the local economy. We take pride in sourcing cannabis products from local farms where we know the quality and the people behind those products.

Featured in:



CannabisRadio.com  
A JOINT VENTURE



Prior to engaging Green Lane, Silver Therapeutics had limited experience with public relations and had not implemented a comprehensive PR strategy for its brand.

Green Lane stepped in as Silver's first dedicated PR partner, providing full-spectrum media relations support that included strategic storytelling, proactive press outreach, and reputation management.

The collaboration helped Silver elevate its brand profile in local and national media, secure coverage in high-impact publications, and communicate its unique operational philosophy centered around community, sustainability, and integrity.

The partnership not only enhanced Silver Therapeutics' external brand perception but also boosted internal morale, instilling pride across its teams.

With consistent communication, professional service, and measurable results delivered through detailed reporting, Green Lane became a trusted extension of the Silver Therapeutics team.

# The Challenge

Prior to partnering with Green Lane Communication, Silver Therapeutics had only worked with a PR firm briefly to navigate licensing approvals in Boston. That engagement was narrow in scope and lacked the comprehensive, ongoing support needed to elevate the brand more broadly.

According to Brendan McKee, Co-Founder and COO of Silver Therapeutics, the company faced a number of marketing pain points:

- Limited visibility during new store openings
- A lack of public awareness around the brand's unique culture and growth story
- The need to normalize cannabis retail and position the business as a credible, customer- and employee-centric operation

"We hadn't really done PR before in any meaningful way," McKee said. "The Green Lane team is definitely the first and best."



## OUR COLLABORATIVE SOLUTION

Silver Therapeutics partnered with Green Lane Communication to implement a full-scale public relations strategy designed to increase visibility, enhance credibility, and share its compelling narrative with wider audiences.

Key Areas of Focus:

- Strategic media outreach to highlight new dispensary launches
- Narrative development to amplify the company's industry leadership, mission, and values
- Reputation management to enhance internal pride and external trust
- Ongoing media coverage in respected industry and mainstream publications

"GLC has helped us not just externally, but internally too," continued McKee. "Our team sees the press coverage, and it's something they're proud of. It's been amazing for morale and brand credibility."



# RESULTS

Through Green Lane's strategic PR execution, Silver Therapeutics has:

- Secured consistent media coverage across cannabis and mainstream media publications
- Established thought leadership around operational excellence and customer retention
- Normalized cannabis retail by positioning the company alongside traditional businesses
- Enhanced internal culture by giving team members visibility into the company's public reputation

"GLC helped create a positive feedback loop. People see us in the media, they talk about us, and our team gets even more energized. It's been good for business and culture."

We generated:



**268.2m**

total monthly unique website visitors to publishing websites



**4.1m**

total online coverage views



**65.3k**

coverage views on social



**65+**

media placements

CASE STUDY



Silver Therapeutics has also been impressed with Green Lane's professionalism, transparency, and monthly reporting, which provides measurable insights into performance and impact.

**"Green Lane checks all the boxes—communication, collaboration, and results. I've worked with other PR firms before, but this has been the best experience I've had," said McKee.**

As Silver Therapeutics continues to expand across the Northeast, the company sees public relations as a long-term investment in brand building, customer engagement, and stakeholder trust.



### **Brendan McKee, Co-founder & COO, Silver Therapeutics**

"There's an ongoing need for PR when you're growing like we are. And with Green Lane, we know we have the right partner to help us continue that growth."

### **About Green Lane Communication**

Green Lane Communication brings cannabis businesses mainstream through strategic media relations. With over a decade of publicity and thought leadership development experience, we help cannabis organizations, subject matter experts, and industry leaders gain share of voice in their market and build their legacy. To date, we have secured over 12,300 placements for our clients in publications such as Forbes, Rolling Stone, MJBizDaily, and more.