

**Leading North American PR Firm NKPR Celebrates 20 Years of Growth, Innovation, and raising over \$30 million for local and international organizations  
As part of its twenty years, the agency announces a full year of activities including a Women's Entrepreneurship Grant, Film Festival programming and more.**

**TORONTO, May 3rd, 2022:** Double decade long leading public relations, advertising, talent, marketing and digital agency **NKPR**, founded and operated by **President, Natasha Koifman** celebrates its milestone 20th anniversary this June marked by a legacy of **trusted strategic counsel, innovation, entrepreneurship, and philanthropy**. Knowing and owning what you stand for has always been important to Natasha and the company's vision is unwavering as a result – to pick and choose like minded clients and partners and achieve greatness together. Part of this commitment is a focus on what the agency calls the **5 Cs**: team **Culture**, dedication to **Cause**, staying **Connected** to our clients, each other and the world around us, **Commitment** to doing good work and, **Creativity** through strategies and campaigns. These guiding principles have allowed NKPR to foster and nurture lasting relationships, and will serve as a compass for the future.

In its twentieth year, NKPR is pleased to announce meaningful events and initiatives including: **The NKPR Women's Entrepreneurship Grant** program as well as many activations during the **Toronto International Film Festival** - including several marquee events in partnership with St. Joseph Communications (SJC), an agency-wide volunteer program **20 Hours of Kindness**, a new **podcast series**, and the seventh drop from socially conscious ecomm platform **ShopNK**.

*"Reflecting on the past 20 years, I am extraordinarily grateful for the incredible clients, partners, team members and friends who have inspired, challenged, supported and shaped NKPR into what it is today," says **Natasha Koifman, President, NKPR**. "Since NKPR first launched, we have witnessed remarkable changes within the industry and surpassed many milestones from raising over \$30 million for causes we believe in to growing into the country's leading real estate and development public relations agency."*

**More on the brand-led initiatives this year:**

**A NEW ORIGINAL PODCAST SERIES "DON'T JUST TALK, TALK SOMETHING: LESSONS ON 20 YEARS OF BUSINESS WITH NATASHA KOIFMAN"**

The weekly interview-style podcast will post each Tuesday and feature a special guest alongside Natasha Koifman for refreshing and thought-provoking conversations brimming with business learnings, career advice and inspiring stories. **The first episode will be available May 3rd, 2022** on Apple, Spotify, iHeartRadio and everywhere podcasts are heard.

'*Don't Just Talk, Say Something: Lessons on 20 Years of Business with Natasha Koifman*' is a new series featuring some of the most exciting leaders making meaningful contributions to their industries, and who have been an integral part of the agency's growth and development over the past two decades. From fashion to music, entertainment and the arts, hospitality to activism, the show's guests will go deep into their successes and obstacles, along with what listeners can learn from them. In the premiere episode Koifman will be joined by celebrity and fashion photographer **Caitlin Cronenberg**, whose work has been published in the world's most established publications and festivals, for a wide-ranging conversation that offers an insider's look at the importance of authenticity and brand alignments from an early onset. Upcoming guests include: Canadian media personality **George Stroumboulopoulos**, **Shantelle and Yannick Bisson**, Ford Models director **Craig Lawrence**, Lightspeed Founder and Executive Chair as well as Age of Union Alliance Founder, **Dax DaSilva**, and many more.

**THE NKPR WOMEN'S ENTREPRENEURSHIP GRANT**

Kicking off on **May 16th 2022 and running through August 2022**, alongside official media partner **Canadian Business Magazine** (a SJC property), The NKPR Entrepreneurship Grant, was created to commemorate NKPR's twenty years in business by supporting the next wave of female entrepreneurs.

*"As women continue to ascend the ranks of the business world—becoming corporate leaders, media influencers, and top-performing decision makers—they still face many gender-based challenges," says **Koifman**. "Success in business is about perseverance. You can't just wait to be seated at the table—you have to pull up a chair, make room for yourself, and show your value. This grant is an opportunity for us to help and empower female entrepreneurs to create a seat for*

*themselves, and provide them with the resources, as well as access to people, that will give them the confidence to put their business out in the right direction.”*

This business stipend will be made available to **one** female Canadian entrepreneur, to help jumpstart their business plan with \$10,000 of grant funding. In addition to the financial award, the recipient will receive hands-on support from Natasha Koifman, access to her personal business network, and mentorship sessions from NKPR affiliated successful thought-leaders to help develop business growth strategies and positive business trajectory (**a value of over \$20,000**).

### **SOCIAL RESPONSIBILITY & CHARITABLE CAUSE**

Supporting those who need it most in a positive and impactful way has always been at the heart of the firm's vision and is highlighted through the many different charities and social causes that NKPR is involved in, which includes Artists for Peace and Justice (APJ), the St. Felix Centre, Black Women in Motion, Best Buddies Canada, and more. In 2015, the agency also launched its ‘Kindness’ campaign – an ongoing agency-wide program developed as a vehicle by which NKPR employees have the opportunity to give back to their communities. Meant to nurture and facilitate a ‘culture of kindness’, team members are encouraged to support charitable causes that they feel a connection to.

*“Seven years ago, we started our acts of kindness initiative. Every year since, the NKPR team has gone out across the city (Toronto) to volunteer at various shelters, collect clothing and toy donations, raise money for the homeless community, hand out tea to commuters, and so much more. What began as a way to spread random acts of kindness during the holiday season, evolved into an annual opportunity for our staff, our friends, and our networks, to give back to the community in a truly impactful way.”* **Says Koifman.** On **June 20th 2022**, the agency will commit **20 Hours of Kindness**, giving back to causes that support Ukraine refugees, homelessness, education, youth, mental health, women's empowerment, arts & culture, and animals (rehome & rescue).

NKPR employees can also support causes of their choosing and the agency will offer flex hours to staffers to accommodate organizations' needs.

### **SHOPNK**

Committed to changing the way we engage with the shopping experience, this extension of the NKPR brand brings a humanitarian mindset to modern retail. **The seventh release, titled DROP 007, will be introduced in August 2022.**

The curated offerings will be built around limited-edition pieces in the **fashion, beauty, homeware, entertaining, and art spaces**, all sourced through coveted brand collaborations between burgeoning entrepreneurs as well as established brands. **A portion of the proceeds from every ShopNK purchase goes directly to an established charity of the buyer's choice**—one of five local and international organizations near and dear to the agency's heart including: Artists for Peace and Justice, Black Women in Motion, Best Buddies, Save our Scruff, and the St. Felix Centre. An approach that empowers consumers to think philanthropically at the personal level and give more meaning to the things they surround themselves with.

### **TORONTO FILM FESTIVAL & ADDITIONAL EVENTS**

The festival brings an unparalleled vibrancy to the city of Toronto that is celebrated and enjoyed by both residents and visitors alike. After two consecutive years of a mostly virtual event, the Toronto International Film Festival is resuming in-person festivities this coming fall and the city is bustling with excitement as celebrations that make this city so unique return in full force. The agency has been committed to creating meaningful experiences and activities that resonate and centre around the industry, and looks forward to amplifying what's been done in the past during the return of this year's in-person 2022 festival season. Key events and initiatives the agency will support **during this year's Toronto International Film Festival** include **NKPR's Annual Film Festival Countdown, IT House x Producers Ball, the 14th Annual Artists for Peace and Justice (APJ) Gala** and more.

Follow [@natashankpr](https://twitter.com/natashankpr) or visit <https://nkpr.net/nkpr20/> for more exciting announcements and updates to come.

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**ABOUT NKPR**

NKPR was started in 2002 by Natasha Koifman in order to combine two passions: shining a spotlight on stories of substance and supporting causes that are making a difference around the world. Over the past 20 years, NKPR has established itself as a highly regarded full-service public relations, artist management and digital agency with offices in Toronto and New York, representing over 40 national and international brands and supporting charitable organizations like Artists for Peace and Justice. For more information, visit NKPR on social media @natashankpr or at [www.nkpr.net](http://www.nkpr.net).