



FOR IMMEDIATE RELEASE

SUGO Communications Wins Four New Accounts: Square, Thai Trade Centre, Paldo, and Pain Punch

With a continued growth streak across tech, food, wellness, and trade verticals, the agency also welcomes new team members and promotions

LOS ANGELES/TORONTO, May 1, 2025: [SUGO Communications](#) is proud to announce four new client partnerships, marking a continued wave of momentum for the award-winning public relations agency. Following a series of competitive reviews, **Square**, the **Thai Trade Centre**, **Paldo**, and **Pain Punch** have each selected SUGO as their agency partner for communications strategy and execution.

“This latest round of wins reflects the trust that forward-thinking brands place in our team to craft smart, creative, and impactful campaigns,” says **Shawn Rusich, CEO and Founder, SUGO Communications**. *“We’re thrilled to get to work and help each of these clients break through the noise in their own distinct way.”*

Here’s a closer look at the new partnerships:

- **Square:** SUGO will spearhead a focused communications program to deepen Square’s connection with restaurant communities. The work will include trade media relations, curated industry events, and strategic executive visibility, all designed to drive consideration and adoption of Square’s tools and services among food and beverage businesses nationwide.
- **Paldo Foods:** For the globally loved food brand, SUGO will drive awareness and engagement through a strategic influencer and media program designed to amplify Paldo’s bold flavours and fan-favourite products, including its iconic Volcano noodles. The campaign will also support social media growth and foster deeper connections with consumers who crave convenience without compromising on taste.
- **Pain Punch:** SUGO will launch an earned-first PR campaign to introduce this physician-developed, anti-inflammatory health drink to consumers and media, emphasizing its clean formulation and daily benefits.
- **Thai Trade Centre:** SUGO will work closely with the government headquarters to build awareness of Thai food and consumer goods through targeted media relations, trade promotion, influencer relations, events and storytelling efforts.

With work already underway, these partnerships mark a strong start to the year as SUGO continues to grow its portfolio of category-leading clients across lifestyle, wellness, food, tech, and global trade.

That momentum extends to the team itself. [Linda Schuck](#) joins as **Account Manager**, bringing a wealth of experience in media relations and consumer brand campaigns. [Minh Hang Nguyen](#) has been appointed **Senior Account Coordinator**, supporting integrated programs across lifestyle, food, travel, and wellness clients, and [Sydney Lahowin](#) joins as Social Media Coordinator, bringing fresh creative energy to content development, community management, and digital strategy. [Ethan Depue](#) also joins as **Business Development Coordinator**, focused on identifying new business opportunities and strategic partnerships. Additionally, [Christine Zoulianitis](#) has been promoted to **Senior Account Director**, recognizing her leadership and ongoing contributions to agency growth and client success.

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ABOUT SUGO COMMUNICATIONS

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

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