

**FOR IMMEDIATE RELEASE**

**BROOKLYN CREATIVE AGENCY & PR FIRM, WOKE MEDIA (WM),  
ANNOUNCES NEW PR CLIENT - SEX THERAPIST AND INTIMACY  
COACH, GODDESS AMINA OF ATL TANTRA AND DIVINE SEXUALITY**

**WM's Women's Empowerment Brand High On Feminism Announces  
Women's Wellness & Networking Event "A Midsummer Night's Sesh" at  
LINES NYC on June 21st**

***Social Justice Client Avenues for Justice honored with a Grant from the 2024  
Mackenzie Scott Yield Giving***

**(New York - April 8, 2024)** Brooklyn-based PR firm, event production and creative agency, [Woke Media](#), is thrilled to announce that it will be working with intimacy coach and sex therapist, **Goddess Amina (Peterson)** of The Atlanta Institute of Tantra and Divine Sexuality. Peterson, who is a sexual doula, Reiki Master, yoga instructor and life coach, founded ATL Tantra to educate others on sexual wellness and liberation, with an emphasis on creating a safe space for Black womxn and LGBTQ+ identifiers to navigate their sexuality. As host of the [Fix Your Sex podcast](#) and guest expert on Gwyneth Paltrow's Netflix sex education docuseries, *Sex, Love & Goop*, Amina speaks on deconstructing and unlearning societal input on one's body and sexuality to maximize sexual healing. Focused on Goddess Amina's rebranding as she relocates her retreat center from Costa Rica to Panama, the team will also help with her overall media expansion and speaking engagements centered around sexual wellness and healing.

"As a predominantly women-led team, and Black woman founded company, we are proud to be supporting Black women's sexual health and helping to rebrand Goddess Amina/ATL Tantra for the new move to Panama," says **Woke Media founder/CEO, Jess Poulin**. "Our mission as a boutique PR firm is to focus on causes we feel are underrepresented and provide them with the international stages they deserve, and the focus on Black women's sexual health is long overdue."

"The world is evolving, and within this transformation, it is becoming increasingly aware of the power of the erotic," says **Amina Peterson of ATL Tantra**. "We are realizing the importance of pleasure and rest for our mental and physical health, to show up as mothers, siblings, lovers, and friends. I am excited about collaborating with Woke Media to promote the fundamental message that 'we are deserving of joy.'"

In addition to representing women entrepreneurs on a branding and PR level, the Woke Media team has also founded a women's empowerment brand, [High On Feminism \(HOF\)](#), focusing on womxn in business and the intersections between entrepreneurs and cannabis. Kicking off its

inaugural event in December 2024 with a “High On The Holidayz” women & weed event, the HOF team is excited to announce the next event, “**A Midsummer Night’s Sesh,**” set to take place on **Friday, June 21st at LINES NYC**. The newest woman-owned atelier in the Lower East Side catering to creating a community of like-minded womxn-owned businesses, partial proceeds from the event will be donated to [Bottomless Closet](#), a resource uplifting and inspiring disadvantaged New York City women to join the workforce. A womxn’s networking & wellness event, AMNS will feature all womxn-owned vendors, professional headshots, yoga stretches, massages, flash tattoos, and more. [Early Bird tickets](#) available until 4/20, with general admission going on sale April 21st for \$50.

Woke Media is also celebrating client milestones for our NYC non-profit **Avenues for Justice**, who was recently named as one of the 2024 recipients of the Mackenzie Scott Yield Giving grant, and DC-based event producer and entrepreneur, **Melva LaJoy of LaJoy Plans**, who has been selected to speak at her first international conference at IMEX Frankfurt in Germany. Speaking on three different session topics including Finding your Voice, Women in the Workplace, and Menopause and Mental Health, the conference will take place May 13-16th. Melva is also the recipient of the “**Women Entrepreneur of the Year**” by **Smart Meetings**, and the CEO/founder of HR consulting firm **Chief of Minds**, **Lakeisha Robichaux**, recently received **CORE Magazine’s “CORE 100 Black Women of Impact & Influence”** award.

Founded in February 2018 by publicist and entrepreneur Jess Poulin, Woke Media is a leading full-service, boutique PR and event production company striving to bring big agency creativity along with personal client attention to every account. With a focus on media relations and overall branding, Woke Media’s mission is to elevate the stories of people of color, particularly women, through press features, brand sponsorships, and intimate client events. Along with handling philanthropic campaigns in ocean conservation, mental health, prison reform, and children’s services, the team represents clients in C-Suite, Hospitality, Music, Fashion, Tech, and Live Events. Past and present clients have been featured in everything from Forbes, NY Times, TIME Magazine, Essence, Glamour, and more. Past brand productions include Facebook, Google, YSL Beauty, Monse, NextBite, and HBOMax, among others.

Looking to expand its reach internationally this year, and a move to Spain in 2025, Woke Media has been building relationships with PR firms in both the European and African markets. Aiming to help clients elevate their visibility globally, current partnerships include Hello SunRise (FR), Sheila Afari PR (Kenya), Lemongrass Communications (BCN), and Glam Brand Agency (Nigeria), among others.

For more information about Woke Media visit [www.wokemediabk.com](http://www.wokemediabk.com).

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