

DSA Media 2.0

David and Mary Stanger, Co-Founders and owners of David Stanger & Associates Inc, more commonly known as **DSA Media**, are pleased to announce the sale of the company to Chickadee Media Inc, effective immediately.

DSA Media was founded in March 1997, and over the past 22 years has grown to be a pre-eminent Media Planning and Buying company in Western Canada. DSA has offices in Langley, Victoria, Calgary and Regina.

Chickadee Media Inc. is a limited partnership created by DSA's President, Samantha Richardson and it will continue to operate the agency under the DSA Media banner.

Richardson has been with DSA since 2007 and was appointed President of DSA in 2017. The company has experienced continued growth under her leadership.

On August 6th 2019, Richardson proudly announced the agency's change from sole proprietorship to a partnership of five. DSA's well rounded and cohesive core leadership team will include partners Lynn Hoffman, Shannon Schafer, Zac Goodman and Tom Shipman.

DSA Medias Founders, David and Mary Stanger stated:

"It was always our dream to build something that could live on in the hands of those that helped us build DSA, and the sale of the company to Samantha and her Chickadee Media partners represents the culmination of that dream. This is an extremely proud moment. We are very gratified with the accomplishments of the past 22 years, and Samantha Richardson has been a major contributor and driving force at DSA since joining the company in 2007."

On completing the purchase of DSA Media, Richardson stated:

"I'm incredibly honored to be leading such a talented and diverse team of passionate media practitioners. This is a proud moment in my career and the history of our agency. The Stangers have been exceptional mentors and leaders; providing strong roots, an incredible culture, and a practiced set of values for our agency network. What a solid foundation and legacy to continue to rise from."

For more information about the sale, or about DSA Media, contact Samantha Richardson at srichardson@dsamedia.ca or visit the company's website www.dsamedia.ca